BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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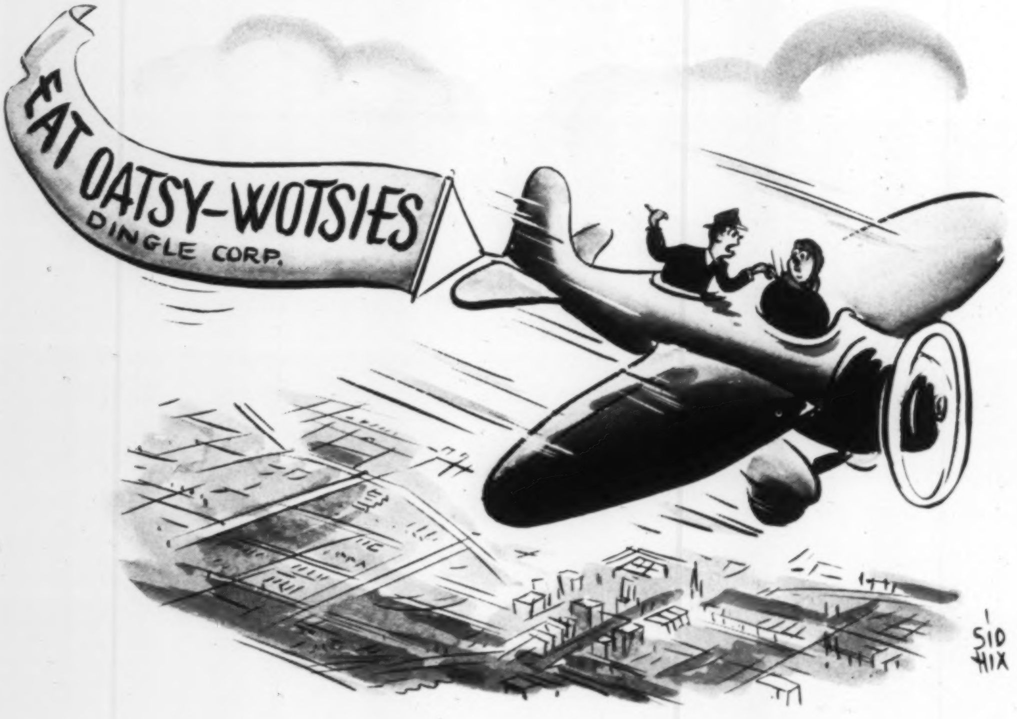

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YES, indeed, when we put a product on the air, we also put it over. Consider the case of this advertiser: He had one of those little "doodads" women use in dressing their hair. They retailed at 50c each. So he bought a schedule of 128 daytime quarter-hour and 24 ten-minute programs on WLS—and he sold 94,231 of his little "whatnots"—all in a 25-week period! We have many similar success stories on other WLS programs and personalities . . . plenty of evidence that *WLS Gets Results!* Ask any John Blair man.

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3) **WDRC gives you a rate for your spots—you can afford the consistency which spells success!**

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Write Wm. Malo, Commercial Manager, for full information on present availabilities.

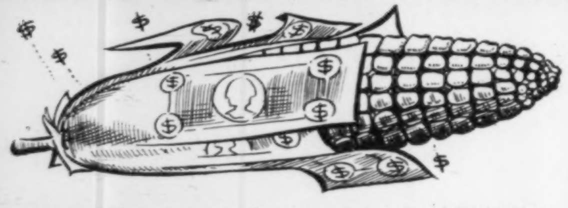
BASIC CBS HARTFORD

WDRC

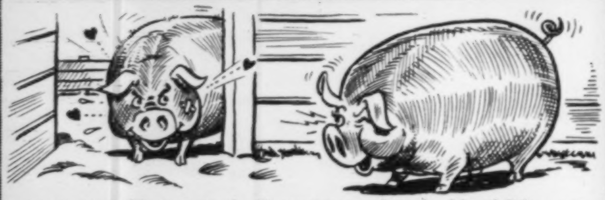
CONNECTICUT'S PIONEER BROADCASTER

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers



CORN In farm parlance, "corn" is synonymous with "cash." Important for you to know—because right now, fresh corn is pouring onto the markets...fresh cash pouring into farm pockets!



HOGS Meaty animals. Encouraged to live the life of Riley, eat fattening foods, indulge in their natural inclination to multiply. Later, are "bumped off" in packing houses which have paid farmers top prices per cwt.

DON'T LOOK NOW—BUT THAT MAN WITH THE BUCKET IS HERE AGAIN!

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MONEY

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use
KOIL
OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 22 • NO. 26 JUNE 29, 1942

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

FOR THE MAN WHO THINKS TWICE..
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IN THE NATION'S CAPITAL

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ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 26 WASHINGTON, D. C., JUNE 29, 1942 $5.00 A YEAR—15c A COPY

Revised Radio Code Clears Many Problems

Voluntary Policy Retained in New Text

CONSIDERABLY revised and amplified, and incorporating many new provisions based on experience gained since the original wartime censorship codes were promulgated last Jan. 15, the new Code of Wartime Practices for American Broadcasting, bearing a June 15 date, was released in a new format by the Office of Censorship last Friday. It retains the voluntary aspect of the old code, and goes into effect immediately.

Like the Code of Wartime Practices for the American Press, which in part it parallels and a revised edition of which was released simultaneously, the new broadcasters' code is designed to clarify many questions arising in the daily handling of news, commentaries, descriptions, quizzes, dramatic programs, commercial continuity and foreign-language programs.

Foreign Language Limitations

Its strictest new provision requests station managements accepting foreign language programs "to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation" and that "such material be checked 'on the air' against the approved script."

No deviations are to be permitted, and such foreign language scripts or transcriptions should be kept on file at the station.

The format of the newly revised code presents its various clauses in outline form, making possible a reduction in the number of words—but the revision represents an expansion of the Office of Censorship's "suggestions" to the broadcasters. The whole code, in fact, is in the form of "suggestions" under two general headings: News Broadcasts and Programs.

In the weather clause, as in the original code, stations are asked to broadcast no weather information whatever unless specifically permitted to do so by an "appropriate authority."

The clause covering possible enemy air attacks is based on precautions suggested recently by Director of Censorship Byron Price; should such attack occur, broadcasters outside an area under attack are asked to make no mention of the action unless expressly authorized for radio by the War Dept., a newly added clause.

The quiz program section, which suggests the elimination of remote ad lib quiz programs, including man-on-the-street, remains unchanged except for one short clause in the quiz portion of the code which drew chief criticism when originally promulgated, but which the Office of Censorship was then and still is determined to stand by. It represented a loss of business estimated in the millions.

FULL text of the revised Code of Wartime Practices for American Broadcasters will be found on page 52. Pamphlet copies may be obtained from the Office of Censorship, Washington, where printed copies of the Press Code may also be obtained.

The program clauses relating to forums, interviews, commentaries and descriptions remain unchanged from the original code.

Price Is Gratified

Mr. Price, at a press conference last Wednesday at which he explained the new provisions of both press and radio codes, asserted that he "greatly appreciated the excellent cooperation given so far" and indicated he was more than please with the voluntary adherence to the codes during the last five months. This sentiment was echoed to BROADCASTING by J. Harold Ryan, assistant director of censorship in charge of broadcasting.

Some 40,000 copies of the radio code will be printed and three copies sent to each station and advertising agency in the country, as well as to a list of transcription companies, program producers and other users of radio. Extra copies will be made available upon request. Mr. Ryan asserted that the surprisingly large number of copies ordered (there are only some 900 stations and about 1000 advertising agencies handling radio ac-

(Continued on page 50)

War Information Setup Taking Shape

Sharp Changes Impend As Davis Assumes Enormous Task

THE SHAPE of the organizational structure of the newly-created Office of War Information, headed by Elmer Davis, former CBS news analyst, who was appointed its director June 13 by President Roosevelt, is rapidly taking form, and it is expected that the basic setup and most if not all of the key appointments will be made known some time this week.

Holds Conferences

Mr. Davis, who becomes the news chief of the wartime Government, with all news and radio information employes of the Federal agencies subordinate to him [BROADCASTING, June 22], has been closeted almost continuously for the last two weeks with the chiefs and information directors of the departments, bureaus and agencies, getting their suggestions and correlating them with the basic plan of reorganization already formulated by his deputy director, Milton Eisenhower [see page 35]. Mr. Eisenhower had been designated as his aide simultaneously with Mr. Davis' assumption of office, and in fact had been working for some weeks previously on a plan of reorganization.

The fate of some 2,400 Federal informational employes, including the entire staffs of the Office of Facts & Figures, Office of Government Reports and the Division of Information of the Office for Emergency Management, as well as the Foreign Information Service of the Office of the Coordinator of Information, rests with Messrs. Davis and Eisenhower.

The OFF, headed by Archibald MacLeish; OGR, headed by Lowell Mellett, and the OEM information division, headed by Robert Horton, are to be abolished under the President's Executive Order. The COI (Donovan Committee) as such is also abolished, but its Foreign Information Service, headed by Robert Sherwood and concerned chiefly with international shortwave broadcasting to all the world outside the Western Hemisphere, is taken over bodily and will be incorporated into the new setup. The rest of COI has already become the Office of Strategic Services under Col. William J. Donovan and reports to the combined chiefs of staff of the military services and to the President.

The Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), which in radio is concerned only with the Western Hemisphere, remains intact as a separate independent agency.

The new OWI, it is planned, will tie into every agency of the Government, including the War and Navy departments, and will be the supreme news outlet of the entire Government. All press, radio, movie and kindred activities will report to it, though its chief concern at the outset at least will be war news and propaganda.

Headquartered for the present in the OFF building on 22d Street in Washington, one of the first problems facing OWI will be housing—and it expects shortly to have its own building to place its own setup under one roof.

Five or More Branches

Tentatively, it was learned, it is planned to set up five divisions, and possibly more, each with its own chief and each responsible to Mr. Davis, who will be responsible only to the President. The five divisions already understood to have been decided upon are press, radio, motion pictures, graphic arts and publications. There may also be divisions for shortwaves, magazines, trade journals, foreign press and the like, though these may possibly be made sections of the other divisions.

The press division will be the central news contact, and Mr. Davis, while he has made no public utterance of policy as yet, is expected to loosen up the self-imposed secrecy previously prevailing at some of the Federal agencies, and to foster an open door policy marked by frankness with newspaper and radio men. Who will head it is conjectural.

The radio division is expected to take over all the radio functions of OFF, now headed by William B. Lewis, as well as all of the radio-producing activities hitherto carried on independently by OEM under Bernard Schoenfeld and by the radio directors of other Federal agencies. In any event, anyone in the Government concerned with the broadcast of news and propaganda will clear thru this division. Thus all matters of network, station and agency contacts and Government program production will focus at the top.

The motion picture and graphic divisions will assume the functions of similar divisions now centered in OFF as well as those in other departments, bureaus and agencies. The publications division will be concerned primarily with Government-prepared and issued bulletins and public documents.

Shortwave Problem

Just where the shortwaves will fit in, has not been indicated, but there has long been talk of a three-man committee to administer our international broadcasting, with a representative of the FCC sitting on it. The Executive Order also specified that the OWI collaborate with the Defense Communications Board (now the Board of War Communications), headed by FCC-BWC Chairman Fly. The FCC's information office, like those of other departments, will of course be responsible to Mr. Davis, who is also expected to make considerable use of its excellently functioning Foreign Broadcast Monitoring Service.

It was indicated that every Government agency will be responsible for the information arising in its exclusive field. Donald M. Nelson, for example, through an information office the OEM will maintain, will make available basic information from the War Production Board, which he heads. Similarly, Leon Henderson will make available information from the Office of Price Administration, while the other units of OEM—the Office of Civilian Defense, Board of War Communications, National War Labor Board, Office of Defense Health & Welfare Services, National Housing Administration, Office of the Coordinator of Inter-American Affairs, Lend Lease Administration, Office of Scientific Research and Development, Office of Defense Transportation and War Manpower Commission—will similarly make their news available.

Basic policy will be to keep nothing secret unless it gives aid to the enemy or interferes with the higher Government policy.

There is no present disposition to interfere with the smoothly functioning information services, including radio sections, of such Government departments as Agriculture which have been long established and whose news channels have long been clearly delineated.

High Post for MacLeish

Nevertheless, some 2,400 employes are awaiting word of their fate under the new setup. The status of Mr. MacLeish and his OFF associate directors and their staffs is uncertain, but Mr. MacLeish is practically certain to have a highly responsible post in OWI. He is still on the Federal payroll as Librarian of Congress.

William B. Lewis, OFF associate director, and his radio staff, are expected to be incorporated into the new setup in view of the highly acceptable character of the work they have been doing with networks, stations, agencies and sponsors.

Their functions, however, will inevitably be newly-defined since all radio activities will center in the radio division, which Mr. Lewis may be named to head.

Mr. Mellett is expected to turn all of his attention to his duties as one of the administrative aides to the President. Mr. Horton may be chosen head of the press division, or he may be detailed to continue to head OEM's informational services under Mr. Davis' press chief. OEM with its manifold agencies employs the largest number of persons drawn from newspaper and radio ranks to the Government service and, as in the case of WPB, has been making trade specialists of many of them.

Mr. Sherwood may continue as chief of international broadcasting, either heading a major division or subordinate to one of the major division chiefs.

There also may be some associate directors at the top, working hand in hand with Mr. Davis and Mr. Eisenhower. The latter, whose forte is administration, is definitely No. 2 man of OWI and undoubtedly will continue so.

An Enormous Task

Inevitably some of the 2,400 employes will be dropped since simplification and smoothness of administration is the basic concept of the new setup. The old structures admittedly had become top-heavy not only with conflicting officials but conflicting staff functions. Some new appointments, however, may be expected—and these are entirely within Mr. Davis' discretion.

The disposition among the newspaper and radio fraternity was to give Mr. Davis the benefit of every break. The task facing him is an enormous one since it involves realigning if not dismissing hundreds of holders of patronage jobs, while retaining most of the highly competent men in the service—many of whom left much more lucrative private posts to go into Government war work. Admittedly, there has been widespread dissatisfaction with the helter-skelter information structure as it grew up under wartime stresses. It was generally conceded that, with his newspaper and radio background, Mr. Davis was a splendid selection for the top post.

He has stated frankly, however, that he is a policy man rather than an administrator, and it was to be relieved of the latter duties that he requested Mr. Roosevelt to appoint Mr. Eisenhower. At the beehive which is the OWI, they tell an amusing story that is characteristic of Mr. Davis. Upon reporting for work a week ago last, his first remark to the secretary assigned to him was, "Where's my typewriter?"

A Letter from Mr. MacLeish

OFFICE OF WAR INFORMATION
Washington

June 24, 1942

DEAR MR. TAISHOFF:

The June 22d issue of the magazine BROADCASTING, of which you are editor, carries an article which quotes from a report of a survey made by the Intelligence Bureau of the Office of Facts and Figures, now part of the Office of War Information. The purpose of the survey was to ascertain what the public thinks and feels about the way war news is handled by the Government, the press, the radio and other media.

The survey was undertaken with a view to securing information on the basis of which the handling of war news by Government, by press and by radio might be improved.

The making of such a survey was discussed with representatives of the media, including members of the Editors' and Publishers' Committee advisory to the Office of Fact and Figures. It was the expectation of this committee and other media representatives that the information derived from the survey would be valuable to the press and radio as well as to the Government, and it was our intention to discuss the results of the survey confidentially with the Editors' and Publishers' Committee and with representatives of radio.

I have already acquainted your publisher with my view of your publication of excerpts from this report. For the sake of the record, I restate to you in substance what I said to him in person.

The report was a secret document of the United States Government and was so identified. Your magazine could have obtained a copy of the report, or had access to it, only by improper, or perhaps illegal, means. Publication of any part of the document was without authorization from the Office of Facts and Figures or the Office of War Information, which alone could grant authorization. The extracts from the report represented a comparatively small portion of the text and covered only one of several principal topics with which the report dealt. The extracts were chosen with the apparent purpose of extolling the radio as against the press as a medium of disseminating war news, and it was made to appear by inference that a Government agency held one medium to be of greater value and influence than another. The article, therefore, conveyed an incomplete and misleading picture of the purposes and results of the survey.

An editorial, which appeared in the same issue of your magazine and which commented on the survey, seemed to express considerable satisfaction over the "hue and cry" which might be expected from the press.

This editorial and your incomplete and misleading publication of fragments of the survey have made the proposed mutually helpful discussion with press and radio more difficult.

In fairness, and as some measure of amends, I ask that you publish this letter in the earliest possible issue of your magazine.

A copy of this letter is also being sent to *Editor and Publisher* for the information of the press.

Faithfully yours,

ARCHIBALD MACLEISH

MR. SOL TAISHOFF, *Editor*,
BROADCASTING
870 National Press Building
Washington, D. C.

Coca Cola Special

COCA COLA Co., Atlanta, is issuing transcriptions titled *Minute Set to Music*, in a special undertaking for a Coca Cola bottle for distribution among local dealers in about 35 communities in the Midwest. The recordings will not be used elsewhere. The company continues to use the quarter-hour transcription *Singing Sam* as its standard release for dealers, the series currently running five times weekly on some 200 stations. World Broadcasting System is cutting the new discs and the agency is D'Arcy Adv. Co., New York.

Vitamin Plans

MAJOR VITAMINS Inc., New York, has appointed Grey Adv. Agency, New York, as its agency and is planning to use spot radio and participations for its vitamin products. No details of the campaign will be available until July.

Radio Personnel to Learn Draft Status

New Federal Directives To Aid in Clearing Confusion

RADIO PERSONNEL'S status in the manpower drive for the war effort has not yet come into clear focus but activities of a number of Government agencies last week indicate that radio employes will shortly have their positions defined, both with relation to military service and to maintenance of the social structure of the nation.

Principal activity of the week affecting radio employes was the issuance by the War Manpower Commission of eight directives to the Selective Service System, U. S. Employment System and the War Production Board. Designed to funnel the nation's manpower into occupations most useful to the war effort, the directives set forth definitions of critical occupations and set up the machinery by which men between the ages of 18 and 65 will be either inducted into military service or serve the war effort in a civilian capacity.

Essential Activities

In its Directive 1, the War Manpower Commission has asked the U. S. Employment Service to maintain lists of essential activities and essential occupations which include "any activity essential to the maintenance of the national safety, health or interest." Certain radio occupations have been repeatedly placed in this category by the various Governmental agencies connected with mustering of the nation's manpower, including Selective Service which has placed radio engineers, radio operators and radio repairmen in its occupational questionnaires, being sent to all men in the second and third registrations and shortly to be issued to all men in the first registration.

It was brought out in the WMC directives that the Selective Service occupational questionnaire would be the key in indexing the nation's manpower supply. Upon reference to this questionnaire, the U. S. Employment list of critical occupations and any additional list that may be drawn up by the Manpower Commission will rest the induction or deferment of men called up by their local boards.

Further pointing to probable inclusion of radiomen in "essential" occupations was the definition of the WMC that these would be activities "in which an untrained individual is unable to attain reasonable proficiency within less than six months of training or experience."

Also it was determined that "a critical war occupation means an essential occupation, found by the United States Employment Service to be one with respect to which the number of individuals, available and qualified to perform services therein, is insufficient for existing or anticipated requirements for essential activities."

According to the directives the U. S. Employment Service will also set up standards for the minimum training or experience required to qualify a person as reasonably proficient in the various vocations. Along this line industries have already been called into consultation with the WMC, including representatives of the radio and communications fields.

It was reported authoritatively last week that an industry group had met with WMC officials following a meeting by the Industry and Labor Advisory Committees of the Board of War Communications (formerly the DCB) at which a list of radio employe categories were considered to be included in the "essential" lists of the WMC, Selective Service and the U. S. Employment Service.

New Radio Step

Result of the meeting, it was said, was the FCC and the BWC are to jointly draft a list of critical occupations in broadcasting, radio communication, telephone, telegraph and cable fields. These, it was added, will be submitted to technical committees of the BWC and after study will be certified to be submitted to the WMC and the U. S. Employment Service.

Also being considered by the BWC is a report from the NAB Engineering Executive Committee which met last Tuesday and drew up recommendations on the basic needs of the industry for trained personnel. A recommendation was also drawn up by the NAB committee and forwarded directly to Selective Service. This was based on the results of a questionnaire sent out by the NAB, designed to slow up or prevent undue inroads on station personnel.

Selective Service, which has repeatedly taken cognizance of radio's part in maintenance "of the national safety, health or interest" and which has publicly commended radio, through Maj. Gen. Lewis B. Hershey, Selective Service chief, for its contributions to the nation's morale, recently took a further step to stop drain of radio technical personnel, it was revealed last week. It was reported that Selective Service on June 18 issued a bulletin (No. 10) which called for careful consideration by local boards of certain specialized occupations, including radio engineers.

This bulletin, it was said, was issued following a report given to Selective Service by the National Roster of Scientific & Specialized Personnel on the training required for a number of occupations.

Basis of the NRSSP report, it was said, was the definition of specialized personnel as those "who are trained, qualified, or skilled in critical occupations necessary to war production or to support of the war effort." Particularly emphasized were occupations requiring two or more years of training.

Revised Policy

There are still a number of confusing factors entering into the war manpower picture which must be cleared up before programs of the WMC, Selective Service and the U. S. Employment Service can be sharply defined. For example, no word has been forthcoming on how the WMC program will affect certain Selective Service local board directives. Last Thursday Selective Service directed local boards to segregate registrants into four broad categories from which men may be called for service.

The directive, announced simultaneously with the signing by the President of the bill which provides family allowances for dependents of enlisted men in the armed forces, sets up a new policy under which registrants will be selected for induction in the following order:

Category 1—Registrants otherwise qualified for military service who have no bona fide financial dependents.

Category 2—Registrants otherwise qualified for military service who have financial dependents other than wives or children mentioned in categories 3 or 4.

Category 3—Registrants otherwise qualified for military service who have wives with whom they are maintaining a bona fide family relationship in their homes and who were married prior to Dec. 8, 1941, and at a time when induction was not imminent.

Category 4—Registrants otherwise qualified for military service who have wives and children, or children alone, with whom they maintain a bona fide family relationship in their homes who were married prior to Dec. 8, 1941, and at a time when induction was not imminent.

It was not established by last week's WMC directives what would be done if conflict arose between the WMC's program and the broad discretion given local boards. However, Selective Service stated that in selection of registrants for induction from any of the four categories, "the full facts in each individual case shall be considered, and the local board, subject to the usual appeals, must judge whether or not there are sufficient unusual circumstances to justify a departure from the general rule of priority of induction." It was also said that the four-category setup "does not affect occupational classification in any way."

Butcher Given Overseas Post, Aide to Maj. Gen. Eisenhower

LESS THAN a month after he reported for active duty in the Navy, Lt. Com. Harry C. Butcher, one of radio's best-known figures, was assigned to overseas service. Last week announcement was made of the former CBS vice-president's appointment as personal aide to Maj. Gen. Dwight D. Eisenhower, commanding general of the European theatre, with headquarters in London.

Com. Butcher's London assignment was ordered by Adm. E. J. King, Naval Commander-in-Chief and Director of Naval Operations. As personal aide at general headquarters in London, Com. Butcher will serve under Gen. Eisenhower, who has announced formal establishment of the European theatre.

Gen. Eisenhower is former assistant chief of staff in charge of war operations. He is the older brother of Milton S. Eisenhower, deputy director of the Office of War Information and a veteran Government official and career man [see page 35]. Com. Butcher has been a close friend of the Eisenhower brothers for many years, having known them in the Midwest and in Washington. He took leave June 1 for the duration as CBS Washington vice-president, and received orders to report to the office of the Director of Naval Communications for duty at headquarters. His initial assignment was as administrative assistant under Capt. Joseph E. Redman, director of Naval Communications. He has been with CBS since 1930, first as director of its Washington office and since 1934 as Washington vice-president.

Com. Butcher's post in Washington has been taken over by Earl H. Gammons, general manager of WCCO, Minneapolis, who has been named Washington director.

While it is unusual for a Naval officer to be named aide to an Army general, it was underhtood that Gen. Eisenhower personally requested Com. Butcher's appointment as his aide.

ELLIOTT IS NAMED TO MANPOWER POST

APPOINTMENT was announced last week by the War Manpower Commission of Edward C. Elliott, president of Purdue U, Lafayette, Ind., to be chief of the Professional & Technical Employment & Training Division. Under his direction will be the Engineering, Scientific and Management Defense Training program, largely concerned with radio technical training, now being conducted in more than 200 colleges and universities throughout the country.

Also under him will be the National Roster of Scientific & Specialized Personnel which the WMC says will be "charged with recruiting professional and technical workers for the armed services, war industries and Governmental war activities."

At the WMC it was said that Mr. Elliott will be expected to include in his program a plan for recruiting of technical radio personnel for the military, war industries and for "essential civilian work".

Federal Reprisals Threatened If ASCAP Bars Free Rights

Dept. of Justice Holds Position That Refusal To Grant Rights Violates Consent Decree

ASCAP EITHER must mend its ways by allowing its writer members to grant radio gratuitous performance rights wherever they see fit, or face litigation involving purported violation of its Government consent decree. That is the ruling of the Dept. of Justice after consideration of the gratuitous licensing issues.

While neither the ASCAP petition defending its action nor the Dept. of Justice letters reiterating its previous position have been made public, it was learned that Assistant Attorney General Thurman Arnold had advised both ASCAP and the complaining parties, including BMI, that it had in no way altered its position of May 16.

At that time it held that refusal of ASCAP to permit its writers to license radio without performing rights fees was a violation of the consent decree. Mr. Arnold also held that if the action continued, corrective steps would be taken.

Probes Postponed

Queried as to ASCAP reaction to the letter which it had received from Mr. Arnold, ASCAP officials last Thursday declined to discuss either the contents of the communication or the organization's reply. An ASCAP spokesman, however, said informally that the Society intends to live up to the terms of the consent decree and that whatever interpretation the Government places on conditions of the decree will be observed faithfully.

It was reported last week that ASCAP had notified certain of its members who, having issued gratuitous licenses to broadcaster, had been summoned to appear before the ASCAP Complaint Committee, that their hearings have been indefinitely postponed.

The following letter, bearing Assistant Attorney General Arnold's signature, is understood to have been written to individuals who complained to Justice about the ASCAP action:

"This is to advise you that after conference with ASCAP and an examination of correspondence passing between ASCAP and certain of its members against whom disciplinary action is pending, we advised ASCAP that we were of the same opinion as that expressed to them in our letter of May 16, 1942, namely, that such action violates the consent decree; that if persisted in, corrective action would have to be taken by the Department."

In the light of ASCAP reaction, it was believed that reopening of the consent decree matter is unlikely. Should ASCAP stick to its guns, however, the Department normally would institute contempt proceedings in the Federal courts under the consent decree entered in March, 1941. Such a proceeding would ask the court to instruct ASCAP to correct the purported violation or suffer whatever penalties the court might dictate.

Greene, Revel Letters

Meanwhile, broadcasters were perplexed last week upon receipt of letters from Mort Greene and Harry Revel, well-known song writers, announcing that the gratuitous licenses which they, as ASCAP composers, had issued for the broadcasting of their 18 compositions had been withdrawn. Stations, and transcriptions companies which had included these tunes in their program services, were angered because the action appeared to be a result of ASCAP pressure upon its members, which the industry viewed as a violation of the ASCAP consent decree.

Confusion arose from the fact that while Greene and Revel are writer members of ASCAP, they are also members of the music publishing firm of Greene & Revel Inc., controlled by BMI, and which has a three-year contract for the exclusive rights to all music turned out by the team. Hence, the ef-

(Continued on page 58)

Sydney L. Dixon

SYDNEY LAURENCE DIXON, 41, for more than three months in charge of NBC national spot sales on the West Coast, died June 23 following a heart attack while attending the PACA convention at Paradise Inn, Mt. Rainier National Park, Wash. Complaining of feeling ill, Mr. Dixon had retired to his room to rest that afternoon, and apparently died in his sleep.

Mr. Dixon

Associated with NBC western division sales department since Oct. 1, 1933, he was made sales manager four years later with headquarters in Hollywood. He continued in that capacity until Oct. 1, 1940. In reorganization of NBC Pacific Coast sales division he was named manager of the West Coast Red network, with Tracy Moore assuming that post for the BLUE.

On March 1, 1942, Mr. Dixon was appointed NBC national spot sales manager on the West Coast. He started his radio career in Seattle, and was associated with the American Broadcasting Co., and Northwest Broadcasting System. Later he came to San Francisco, and before joining NBC was associated with KYA, that city. During World War I, he was a lieutenant in the infantry. Besides his widow, Mrs. Guinevere Dixon, surviving are two sons, John and Laurence, aged 7 and 5 respectively, residing in West Los Angeles.

Renomination of Fly Awaits Confirmation by the Senate

FAVORABLY reported by unanimous vote of the Senate Interstate Commerce Committee, the reappointment of FCC Chairman James Lawrence Fly now awaits confirmation of the Senate itself. Last Thursday, when the nomination came before the Senate, Senator McNary (R-Ore.) minority leader, asked that it be held over until Monday (June 29) at the request of two absentee Senators, who were not named.

Mr. Fly appeared before the Senate Committee last Tuesday in executive session, following which the Committee acted favorably reported the Presidential nomination for a seven-year term from July 1. His confirmation by the Senate is expected.

Senator Tobey (R-N. H.) who has interested himself in radio and communications matters during the last two years, led the questioning of the official. He asserted afterward the questioning dealt largely with past actions of the FCC and with Mr. Fly's views as to future regulation. Mr. Fly asserted he had been questioned "substantially, but not over-extensively."

The Fly reappointment was dispatched to the Senate by President Roosevelt on June 15. The reappointment was for Mr. Fly to continue as a commissioner, but this was viewed as having no especial significance, since the President designates the chairman under the statute. Mr. Fly has served on the FCC since 1939, when he was named chairman to fill the unexpired term of Frank R. McNinch, who retired due to ill health, and is now with the Dept. of Justice. He also has served as chairman of the Defense Communications Board, now the Board of War Communications, created by Executive Order in September, 1940.

Tomlinson Renamed

EDWARD TOMLINSON, authority on Central and South America, has been reappointed by NBC as adviser on Inter-American affairs. He plans to take two extended plane trips to the other Americas and will broadcast to this country from time to time. He will take his first trip in August, covering Central America and northern South America. In the fall he will tour interior South America.

LOWMAN A MAJOR IN STRATEGY UNIT

LAWRENCE W. LOWMAN, CBS vice-president in charge of operations, has been commissioned a major in the U. S. Army and has left for Washington to serve in the Office of Strategic Service, a branch of Col. William J. Donovan's office.

Mr. Lowman

With CBS since December 1927, Mr. Lowman joined the network as traffic manager, subsequently becoming assistant treasurer and secretary, and later appointed vice-president and secretary. He has held his present position in charge of network operations since 1938, and among other duties has been handling labor relations, program department finances, and operation of WABC, CBS's key New York outlet, as affected by network programming. No successor has been announced.

Born in Philadelphia Jan. 30, 1900, Mr. Lowman attended the Wharton School of Business & Finance at U of Pennsylvania. In 1921, he joined J. Jacob Shannon & Co., Philadelphia contractors, as credit manager, after serving in an aviation ground school during the last years of World War I. He has traveled widely in Europe, South America, Canada, and this country. Last year he married the former Eleanor Barry. His home is in Stamford, Conn.

BWC URGES SPOTS IN PHONE CAMPAIGN

AT THE REQUEST of the Board of War Communications, the telephone companies are expected to use spot announcements, plus other advertising media, to induce the public to restrict their long distance telephone calls insofar as possible to matters directly related to the war effort and during "off-peak periods".

BWC, successor to the Defense Communications Board, announced last Thursday that it was asking the telephone companies to solicit voluntary cooperation of the public to alleviate overloading of telephone facilities—toll service as well as local exchange. In addition to spot announcements, it was suggested that notices be inserted in telephone bills, and through newspaper advertising, toward the voluntary cooperation objective.

AFRA-WABC Impasse

NEGOTIATIONS between the American Federation of Radio Artists and CBS for a renewal of the contract covering staff announcers, directors and producers at WABC, New York, had reached an impasse late last week. Both sides may agree to submit their differences to arbitration. Present contract expires July 1. George Heller, executive secretary of AFRA's New York local, said there were still two points to be settled: The term of the new contracts and the wage scale.

AFA Dedicates Industry to War Effort

All Speakers Stress the Need for Admen To Lead in Molding Public Opinion

DEVOTED to the general theme of advertising in time of war, the 38th annual convention of the Advertising Federation of America, held at the Hotel Commodore, New York, June 21-24, stuck to that theme during the four days of general and departmental sessions.

At the luncheon and dinner meetings leaders of the advertising industry urged it to devote itself singlemindedly to the task of winning the war and distinguished speakers from other fields lauded advertising for the wartime job it has done and is doing.

Resolution Adopted

The consensus of the four-day session is ably summarized in the resolution adopted at the business meeting of the Federation, which, after pointing out the responsibility of advertising as "the principal opinion-forming medium in this country," continues:

"Among the specific war duties which fall to us as advertising men and women are the jobs of aiding our Government in its various appeals to the people, and of making known the actual requirements for victory.

"We also recognize the need of keeping our people informed of the vital part in the war effort that is being performed by labor and management in our great industrial system and the supreme importance of keeping that system operating on the sound basis which has made possible its present indispensable performance. A well-informed public is essential not only for winning the war but also for winning the peace that is to follow. It must be well understood that only through freedom of individual economic achievement can our country and our people remain free.

"It is resolved, therefore, that the Advertising Federation of America and its individual members dedicate themselves wholeheartedly to these wartime duties, for the performance of which they conceive themselves to be especially fitted."

Barton Is Keynoter

Bruce Barton, president of BBDO and chairman of the convention's general program committee, delivered the keynote address on the topic, "What To Do in a Revolution," at the opening luncheon meeting, Monday noon. Expressing his belief that after the war the United States, while undoubtedly changed, will continue to be a democracy, he concluded that the position of industry in the post-war picture will be determined by the men now in uniform and their folks at home.

He added, "they have now only one thought—to win the war, to win it quickly and with the least possible loss of American life. They will have only one standard of judgment for men and institutions, both public and private: Did he, or it, do the most possible to win the war?"

Ballot Box Verdict

Declaring many men in Washington are honestly opposed to the American business system, Mr. Barton concluded: "Whether in the long run their anti-business bias prevails depends not on them, but on us. Let us say it again: If American business rises to its full opportunity in this crisis, if it makes the right kind of record and unfolds that record, in simple language, to the common man, we need have no fear of the verdict. That common man and his wife and their boy home from the wars will register the verdict at the ballot box."

Other luncheon speakers included Joseph B. Eastman, director, Office of Defense Transportation, talking on "Transportation and Victory", and Thomas H. Beck, president, Crowell-Collier Publishing Co., who spoke on "Industry on the Offensive". Elon G. Borton, director of advertising, LaSalle Extension U, and AFA chairman presided.

Snapp Awards

Barbara Daly Anderson, home economics editor of *Parents* magazine and director of its consumer service bureau, received the Josephine Snapp Award which is presented annually by the Women's Advertising Club of Chicago to the woman who has made the most outstanding contribution to advertising during the past year. Mrs. Anderson, newly-elected president of the New York Women's Advertising Club, was presented with a silver trophy, at the Monday luncheon session.

At the same time scrolls were presented to the four runners-up: Ann Ginn, director of women's activities of WTCN, St. Paul-Minneapolis; Claire Drew Forbes, advertising and promotion manager of Rhodes Department Store, Seattle; Marion P. Morris, head of the educational department of Bristol-Myers Co., and Kathleen Catlin, fashion editor of Munsingwear Inc.

Miss Ginn

First radio woman ever to receive such an award, Ann Ginn was honored specifically for her Northwest Homemaker's Testing Bureau, which she started in January, 1941, to let advertisers know what consumers truthfully think of their products or services.

PRESIDENT ROOSEVELT
Lauds War Advertising

A message from President Roosevelt, congratulating the AFA for "the way in which its members have already contributed of their time and skill to the war effort," was read at the general luncheon, Monday. Pointing out that "for the duration there will be a diminution in product advertising, but this does not mean an end of advertising," the President said:

"There are many messages which should be given to the public through the use of advertising space. The desire for liberty and freedom can be strengthened by reiteration of their benefits. If the members of your organization will, wherever possible, assist in the war program and continue the splendid spirit of cooperation which they have shown during the past year, advertising will have a worthwhile and patriotic place in the nation's total war effort."

Nazi Radio

"The advertising profession is the voice of free enterprise . . . as necessary a part of a free press as management, editing, reporting, paper and ink; as necessary a part of our radio system as the broadcasting and receiving sets themselves," Thomas E. Dewey told the Tuesday luncheon session of the convention, sponsored by the Advertising Women of New York.

Pointing out there can be no freedom without a free press and no free press unless it can print its papers "without subsidy from any man, any single industry or any Government," Mr. Dewey declared that "advertising is the only means yet devised for producing the necessary revenue to support a free press and, I may add, a free radio.

"In Nazi Germany," he proceeded, "radio has been the domain and prerequisite of Goebbels, the master of propaganda. The German citizen first has to pay for his set. Then he has to pay a yearly tax for the use of it. The total sum thus paid in by the German radio public has been more than the total yearly gross of all the big radio chains in America and all the independent stations put together.

"What do Hitler's subjects get in return? You know the answer. They get the most undiluted hog wash that the air waves ever carried. Here in America the consumer pays no radio tax and is offered the best of entertainment and programs representing not only the government but also those who differ with its policies. So we have heard free expression on the radio as we have seen it in the press. It is our business to see that it is kept that way."

Carr on Post War

Also speaking at the Tuesday luncheon, Charles E. Carr, director of advertising and public relations, Aluminum Co. of America, repeated the theme of his recent address before the National Federation of Sales Executives [BROADCASTING, June 8] that one of advertising's biggest wartime jobs is selling war bonds and stamps. This will not only help in preventing inflation now by using up the $30,000,000,000 which Mr. Carr estimates will be the difference between the income of the middle and lower income groups for 1942 and the amount of civilian goods they will be able to buy, but will also provide money for post-war buying, he said.

Quoting from the response to the ANA survey of public opinion of wartime advertising, he said the public showed an intense interest in post-war plans of companies. This interest, he said, is due to two things the public wants: "A better and fuller living after the war and, even more important, peace-time jobs."

Advertisers, regardless of their products, can stimulate present savings for future purchasing by telling the public about the goods they will want and need after the war and how, by buying war bonds now, they can pay for them then, Mr. Carr stated.

Patriotism in Copy

He continued: "Put patriotism into your copy by all means and put in something about your present all-out war effort which makes it impossible for you to give them the civilian things they now want and cannot have. But, above all, as your major theme, paint a picture of what they can enjoy in a better and fuller life, along with jobs, if they will save now the wherewithal with which to buy and thus preserve their jobs after the war.

"In short, sell them on the theme: 'Buy Tomorrow Today — and so do your bit toward winning both the war and the peace.' Don't forget that every dollar invested today in savings in the form of war bonds and stamps means one less dollar of pent up spending power that might go into an illegal black market. And every dollar so saved by investment in the future means the purchasing power to answer that all-important post-war question, 'What will they use for money?' "

Mrs. Sara Pennoyer, vice-president, Bonwit-Teller Inc., New York womenswear store, speaking on "The Customer Wants News," concluded the luncheon session, which was presided over by Barbara Daly

XUM

Anderson, president of the AWNY. The Tuesday dinner was a round-table session, with the editors of *Newsweek* answering questions from the audience on current events and with a program of entertainment m.c'd by Gene Flack, trade relations counsel, Loose-Wiles Biscuit Co.

At the concluding general session, the Wednesday luncheon, Dr. Miller McClintock, executive director, Advertising Council, described the work of the Council in coordinating the contribution of advertising to the war effort, citing the schedule of government messages on commercial network programs, which brought harmony out of chaos and which was worked out jointly by the radio committee of the Council and the radio executives of the Office of Facts and Figures, as one of the major achievements of the Council during its brief existence.

Dr. McClintock

He also described the way in which advertising men have gone to work on the salvage problem, outlining the job to be done and the plans for doing it so clearly that already some $2,500,000 has been raised by American industry to carry the job through. This is the way most wartime advertising will be done, Dr. McClintock stated, as the Government has no money with which to purchase time and space and probably will not have any for such a purpose.

A quiz session on questions concerning wartime advertising problems, asked from the floor and answered by a board of experts with Lowell Thomas as quizmaster, concluded the meeting at which Elon G. Borton, AFA chairman, presided.

Slate Reelected

Entire roster of officers was reelected for another year: Elon G. Borton, director of advertising, LaSalle Extension University, chairman of the board of directors; James A. Welsh, vice-president, Crowell-Collier Publishing Co., president; Clara H. Zillessen, advertising manager, Philadelphia Electric Co., secretary; Robert S. Peare, manager, publicity department, General Electric Co., treasurer, and Charles E. Murphy, of the firm of Murphy, Block, Sullivan & Sawyer, general counsel. Miss Zillessen was also elected president of the Public Utilities Advertising Assn., which held its convention in conjunction with the AFA sessions. She is the first woman president of the organization in its 20 years of existence.

Seven board members of the Federation were elected as follows: Paul Garrett, vice-president, General Motors Corp.; William A. Hart, director of advertising, E. I. du Pont de Nemours Co.; William G. Savage, advertising manager, *Cincinnati Post;* Mabel G. Flanley, eastern director of public relations, The Borden Co.; Ray Maxwell, advertising manager, Missouri Pacific Lines; Harry Caswell, vice-president, Absorbine Jr. Co.; D. C. Murray, Detroit manager, *Fortune Magazine*. Garrett and Hart were reelected; the others are new board members.

Forbes McKay, associate advertising manager, Progressive Farmer-Ruralist Co., Birmingham, Ala., was elected chairman of the AFA Council on Advertising Clubs and Willard Egolf, manager, KVOO, Tulsa, and Howard Minnich, advertising manager, Ohio Fuel & Gas Co., Columbus, were elected vice-chairmen of the Council at the convention. By their new offices, the trio automatically become AFA vice-presidents.

Beatrice Adams, Gardner Advertising Co., St. Louis, was elected chairman of the Council on Women's Advertising Clubs. By this office, she automatically becomes a vice-president of the AFA.

While the overall war job of radio was dealt with on a broad scale during the general sessions of the AFA Convention, it was at the departmentals, conducted by the NAB, the Direct Mail Advertising Assn., the Periodical Publishers Assn. and the other organizations representing the various types of advertising and advertising media. In each of these specialized departmentals, speakers and discussions dealt with the specific advertising problems created by the war and the specific solutions developed.

The radio departmental, held Wednesday morning and attended by a crowd of broadcasters and advertising people that overflowed the room assigned, turned out to be one of the hardest hitting meetings of a hard-hitting convention. Frank Pellegrin, NAB director of broadcast advertising, presided.

Rosenbaum Speaks

Samuel R. Rosenbaum, president, WFIL, Philadelphia, opened the session with a straightforward address, "The Challenge to Radio."

Pointing out that the service radio is giving to the war effort is "taken for granted" by the broadcasters as well as by the people requesting radio's aid, Mr. Rosenbaum asked why these numerous and often arduous tasks were expected to be given by the broadcasting industry while the newspapers, magazines, meeting halls, telegraph and telephone companies are paid for their services to the same causes. He suggested, for example, that the telephone company might match radio's contribution to the public morale by contributing free of charge its land lines to carry Presidential speeches and other messages of national import to the country's 900 broadcasting stations.

"It is a matter of common knowledge," he said, "that every radio station, except the comparatively few favored stations of large power in metropolitan centers, is beginning to feel the reduction in commercial revenue which is bound to result from the impact of war production and rationing and dislocation of industry. National spot revenue is still holding up, but network revenue is beginning to feel it, and local business is already causing marked concern to stations which depend on it.

War's Effect

"This is bound to have its effect not upon the willingness but upon the ability of radio stations to continue to render the national services which are so generally taken for granted. The stations on the National and Columbia networks are in a fortunate position of being the most prosperous economically and of broadcasting the large majority of the great popular commercial programs for national advertisers who are making a real and intelligent use of the medium to get the war message across to their established listening audiences.

"But the stations on the other networks and the non-affiliated stations are those who make the major portion of their contribution on non-commercial programs and non-commercial announcements and therefore on a sustaining basis, and therefore at their own expense as a public service. It is these stations which, in my opinion, will feel the impact of war conditions more and more in the next twelve months, with declining revenues and increasing demands for public service. In my opinion this is a problem which our national authorities should begin now to plan to meet.

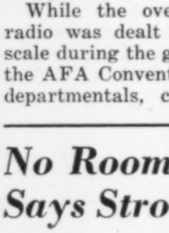
Radio Not Seeking Pay

"I am not suggesting that radio stations wish to be paid for the national contributions they are making. On the contrary, radio stations, even the very smallest, are proud to be permitted to enlist under the flag for the duration. However, it must be realized that there are many stations, especially the small ones and especially those in smaller communities, which are equally important in the building of public morale as those in large metropolitan centers, and I believe

(*Continued on page 48*)

No Room For Quitters, Front or Rear, Says Strotz Addressing PACA Conclave

THERE is no room for quitters in the front or rear lines. So warned Sidney N. Strotz, NBC Western division vice-president, as a luncheon speaker at the Pacific Advertising Assn.'s 39th annual convention on June 24. He replaced Don Francisco, radio division director of the Office of the Coordinator of Inter-American Affairs, unable to attend the convention because of Washington commitments.



Mr. Strotz

Five day convention which started June 21 was staged at Paradise Inn, Mount Rainier National Park, Wash., with an estimated attendance of 300 advertising, agency and radio executives from the Western states. Don Belding, Los Angeles vice-president of Lord & Thomas, and PACA president, presided.

Public Pre-Selling

Urging the advertising fraternity to "pre-sell today's public on tomorrow's products," Mr. Strotz said "if we haven't sold ourselves on the tremendous importance of advertising in wartime by now, then this convention is certainly the place to do that selling."

To substantiate belief that the American public is not adverse to advertising, "so long as that advertising performs a constructive task," the speaker referred to the recent survey of the National Assn. of Manufacturers.

"That public which you and I want to reach is reading and listening more than ever. It is staying home more because restrictions are compelling. It is shopping closer to home because it wants to save tires and gas. With the neighborhood store coming into its own again, private brands will shrink in importance and advertised products will correspondingly move ahead. Food men realize this. At the Grocery Manufacturers convention last month, 37% of the companies polled reported increased advertising budgets for this year —and not *one* reported a cessation of advertising."

Following a brief recapitulation of products receiving their impetus from advertising during World War I, and those where termination of advertising led to disaster, Mr. Strotz discussed radio as a medium. He pointed out that it is the only form of advertising to gain in gross revenue for the first four months of 1942 against a similar period last year.

Networks Up 13%

"Network radio is up 13%," he said. "National spot dipped sharply in December, but has gained steadily ever since. In April it hit an index of 198, using the years 1935-1939 as a base of 100. The biggest up-surge came in the gas and oil category, followed by food, soap, tobacco, toilet goods and schools.

Only automobiles, travel and resorts showed a decrease. I won't say that radio's profits are up. They're not, and we don't want them to be. Radio is contributing more time and talent for war purposes than ever before; and incidentally it's also plowing back more taxes than ever before."

While warning that the broadcasting industry will not expand physically during the war because of the priority on equipment, he allayed fears that America would run short of receiving sets in the

(*Continued on page 51*)

Sevareid to Head CBS Capital News

Replaces Warner, Now on the Staff of Maj. Gen. Surles

ERIC SEVAREID, CBS newscaster in Washington for the past 18 months following his return from France where he was a CBS correspondent, has been appointed chief of the CBS Washington news bureau, replacing Albert Warner, who on July 1 will join the staff of Maj. Gen. Alexander D. Surles, chief of the public relations branch of the Army [BROADCASTING, June 22].

Eric Sevareid

When he was 18, Mr. Sevareid became a reporter for the *Minneapolis Journal* while studying political science at the U of Minneosta. He went abroad for further study in London and at the Sorbonne in Paris, then worked as night editor for United Press in Paris until he was named city editor of the *Paris Herald*.

At Fall Of France

Resigning to join the CBS Paris staff, he was in that city when the French cabinet fled to set up emergency headquarters in Bordeaux after the fall of France. His newscasts on CBS from Bordeaux were the only link between that city and the outside world at the time, and won wide acclaim. Later, Mr. Sevareid went to Vichy, was then transferred to the CBS office in London, and finally to Washington.

Since Feb. 3, 1942, Studebaker Corp., South Bend, Ind., has been sponsoring newscasts by Sevareid on WABC, New York, on a four times weekly basis. The CBS news commentator last week started a Saturday and Sunday series on CBS for Parker Pen Co., Janeseville, Wis., as a substitute for Elmer Davis, who was signed for the original contract prior to his appointment as director of the OWI.

In addition to his commercial assignments, Mr. Sevareid will replace Albert Warner on the six-time weekly *World Today* program "as often as possible," according to CBS. He is also expected to fill the sustaining spot on CBS at 11:10 p.m. formerly occupied by Albert Warner.

Texaco May Repeat Met

TEXAS Co., New York, will probably sponsor the Saturday afternoon broadcasts of the Metropolitan Opera Co. on the BLUE again this coming winter, although this was not definitely confirmed last weekend as BROADCASTING went to press. Whether or not Texas sponsors the opera, the BLUE has arranged to carry the broadcast as usual from 2 p.m. to approximately 5 p.m., starting Nov. 28 for a 16-week period. Texas agency is Buchanan & Co., New York.

Ford Buys News Quarter-Hour Across Board on Blue Hookup

FORD MOTOR Co., Detroit, on July 12 will start a seven-night-a-week quarter-hour series in the period 8-8:15 p.m. on the BLUE. A total of 107 stations will be used, and the series will feature straight, factual newscasts by Earl Godwin. Godwin will continue the *News of the World* roundup on BLUE at least until September. A repeat broadcast for the Midwest and the West will be aired 11-11:15 p. m.

Commercials for the series, format of which was not definitely set as BROADCASTING went to press, will be of an institutional nature, stressing Ford service. Agency is Maxon Inc., Detroit, which announced June 26 that it had been named to handle the entire Ford advertising account.

ESSO GRID HOOKUP HAS 160 STATIONS

ESSO MARKETERS, which is to be the first commercial sponsor of an Army-Navy game this year [BROADCASTING, May 25], has completed arrangements with officials at Annapolis and West Point for 160 stations to broadcast the game on Nov. 28 from Municipal Stadium in Philadelphia.

Of these 160 stations, which are distributed in the 18-state Maine-to-Louisiana area where Esso petroleum products are marketed, 61 are MBS affiliates, 51 are NBC outlets and 48 are CBS stations.

Each network will cover the game with its own staff of sports announcers and color men, Esso stated, although the names of these men have not yet been announced.

No supplementary sponsors to carry the game in the remaining 30 States have been signed so far, arrangements being that Esso will pay $100,000 for broadcast rights, the sum to be divided equally between the Navy Relief Society and the Army Emergency Relief. Agency in charge is Marschalk & Pratt, New York.

Lever Completes Plans For Summer Broadcasts

LEVER BROS. Co., Cambridge, Mass. (Rinso), on July 5 starts for 13 weeks sponsoring a weekly half-hour comedy-drama series titled *Private Life of Josephine Tuttle*, on 100 or more NBC stations, Sunday, 7-7:30 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). Featured will be Edna Mae Oliver, film character actress.

Series takes over for the summer, network time utilized by the *Jack Benny Show*, sponsored by General Foods Corp. Government sponsored show, *Victory Parade*, produced by the Office of Facts & Figures, and currently occupying that spot, is being shifted to time utilized by the NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay), Sunday, 6:30-7 p.m. (EWT).

Latter show discontinued for the summer following broadcast of June 28. Besides Miss Oliver, signed for the new show is Lillian Randolph who is to portray the maid. Leith Stevens is musical director. Martin Gosch and Howard Harris will write the series with Murray Bolen, Hollywood producer of Ruthrauff & Ryan, agency servicing the account.

DON McNEILL on July 1 will celebrate his tenth year as m.c. of the BLUE *Breakfast Club*.

Tax Plan Ignores Radio Sales Levy

House Committee Leaves Out Haggerty's Franchise

UNLIKE last year, the House Ways & Means Committee, in reporting its decisions last Wednesday to raise nearly 6 billions in taxes for 1943, did not include a graduated sales tax on radio which in 1941 it had estimated would bring in about $12,500,000.

No such move was recommended by the Committee despite requests from various quarters that levies be put on broadcasting. Leading the pack was John B. Haggerty, president of International Allied Printing Trades Assn., who appeared before the Committee again this year to attempt to saddle the radio industry with a discriminatory tax and who circulated a letter June 5 among Congressmen urging a radio franchise tax. Mr. Haggerty failed in a similar attempt last year.

Some radio advertisers, however, will find themselves carrying a greatly increased tax burden if the Committee's proposals are accepted by Congress. Wine and beer manufacturers under the Committee proposals will be asked to pay $123,000,000 in taxes, additional to those they are already carrying, with that amount equally broken down to $61,800,000 each.

Cigar, cigarette and tobacco manufacturers also will be asked to contribute heavily to the war effort via increased taxes. The Committee asks an additional $86,800,000 for next year. Cigarette manufacturers are asked to pay $51,400,000; cigar manufacturers, $15,800,000; smoking tobacco, $11,800,000 and cigarette papers and tubes, $7,800,000. Lubricating oil taxes have been stepped up $13,800,000.

In addition, total income and excess profits taxes have been asked to reach $2,291,000,000.

Cates Named V. P.

GORDON CATES was appointed a vice-president of Young & Rubicam, New York, according to an announcement last Thursday by Sigurd S. Larmon, president of the agency. Mr. Cates, before joining Y & R two years ago, was an account executive of Fuller & Smith and Ross, New York and Cleveland.

New Federal Rule Explains Ad Costs

Firms Doing Business With Government Are Affected

ADVERTISING by firms engaged in the production of Government contracts cannot generally be computed as an admissible cost in the contract on the theory that advertising is not "required to do business with the Government", according to rulings contained in a written guide recently released which sets forth the "principles for determination of costs under Government contracts".

However, the guide points out, "advertising of an industrial or institutional character, placed in trade or technical journals" not to promote sales of particular products "but essentially for the purpose of offering financial support to such trade or technical journals, because they are of value for the dissemination of trade and technical information for the industry are not really an advertising expense to effect sales so much as an operating expense incurred as a matter of policy for the benefit of the business and the industry."

Taxes Not Affected

At this point, the guide cautions that even such "contractor's accounts should provide for suitable analysis to distinguish between possibly admissible and inadmissible costs."

This guide was prepared for use by the Price Adjustment Boards set up by the War and Navy departments for the renegotiation of contracts. This stand on advertising is the single expression of the War Production Board and the War and Navy Departments. It bears no relation, according to Treasury officials, to their current consideration of advertising expenditures as a possible source of taxable revenue.

The status of advertising as a source of revenue has remained unchanged since the Treasury is still stymied by the statutes which provide that "ordinary and necessary" expense may be deducted [BROADCASTING, June 1]. Official opinion still holds that a categorical definition of "ordinary and necessary" advertising expense is unlikely. Instead, they maintain that the success of such attempts will rest entirely on the facts of each individual case.

Blue Outlet Spot Gains

ALTHOUGH a normal seasonal decline is usually anticipated in June, national spot sales on the managed and operated stations of BLUE showed an average increase of 61% in June over last year's figures for that month, according to a report by Murray B. Grabhorn, national spot sales manager of BLUE. Spot sales on WJZ, New York, increased 45% over the corresponding month in 1941, while sales of both WENR, Chicago and KGO, San Francisco, registered a 93% increase.

Fly to Ask Congress for Law If Courts Upset Network Rule

Tells House Probe He Opposes NAB Proposals to Amend Law; Claims He Has Net Control Power

IF LITIGATION now pending results in a determination that the FCC is without power to regulate network-affiliate station relations, Congress will be asked to give the Commission that specific authority, FCC Chairman James Lawrence Fly told the House Interstate & Foreign Commerce Committee last Thursday in testimony on the Sanders Bill (HR-5497).

In his sixth successive appearance before the Committee, the chairman continued his opposition to provisions of the Sanders Bill and particularly opposed amendments suggested by the NAB. The hearings were recessed until Tuesday (June 30) with Mr. Fly in the midst of his defense of the chain-monopoly regulations, most seriously contested issue before the Committee.

Mr. Fly hadn't proceeded very far in his extemporaneous comments when committee members questioned him as to the desirability of Congressional, rather than FCC action in connection with the whole field of network regulation.

Sees Ample Power

He insisted there was ample authority in the statute for the FCC's action; that there had been a Congressional demand that the Commission do something about "monopoly in radio"; that the FCC's reports and proposed regulations were based largely on network testimony during protracted proceedings; and finally, that NBC has narrowed its differences to the single issue of option time.

CBS, on the other hand, he said, is fighting the issue of exclusive contracts as well, and both networks are challenging the FCC's jurisdiction.

Commenting on litigation pending before the statutory three-judge court in New York, Mr. Fly said if the court should hold that Congress has not given the FCC authority to regulate network-affiliate activities, "I'm going to ask you to make such regulations." If, on the other hand, the FCC's authority is upheld, Mr. Fly said it would mean Congress already had delegated the authority and the rules then would become operative.

How soon hearings on the Sanders Bill will be concluded is still uncertain. Mr. Fly is expected to occupy at least one additional session, it was thought. There may be other witnesses representing the Commission, aside from Commissioner T. A. M. Craven, who already has been notified that he is expected to testify. Comm. Craven frequently has been at odds with the FCC majority on policy matters. It is possible that General Counsel Telford Taylor and Chief Engineer E. K. Jett may testify on legal or technical aspects, if desired by the Committee or by Chairman Fly.

May Name Subcommittee

With the hearings nearing their close, there were indications that a subcommittee would be named to revise the Sanders Bill. Committee sentiment appeared to be in favor of legislation, though a general rewriting of the measure is foreseen. Chairman Fly testified he thought some changes in the law would be "healthy," but that his views generally were in the opposite direction of those proposed in the pending bill.

Chairman Fly agreed to "sit down" with Rep. Bulwinkle (D-N. C.), veteran Committee member, on the drafting of an amendment to extend broadcast licenses on a "more permanent" basis, in lieu of the present three-year maximum specified in the law. Mr. Fly had explained that licenses now are issued for two years, whereas several years ago they were issued for only a six-month tenure. He said he felt three-year licenses shortly would be forthcoming, but that he did not favor permanent ones.

Chairman Fly said he thought the matter of surveillance of foreign stations in this country and certain other matters discussed before the Committee should be incorporated in any revised statute, though he still was opposed to the general proposition of legislation on broadcasting during the war.

Apropos the network litigation, Chairman Fly said in response to questions of Rep. Wadsworth (R-N. Y.) that the case now would come up before the statutory three-judge court in New York City on Oct. 8, on the preliminary question of FCC's motion for summary judgment. He explained that parties had agreed to expedite the case and sought a hearing before the court on June 30.

Court Question Raised

The court, however, by a two-to-one vote, with presiding Justice Learned Hand dissenting, put the entire proceedings over until Oct. 8, "for some unknown reason." Voting for the postponement over the summer recess were Federal District Judges Henry W. Goddard and John Bright. The case was remanded to the lower court for trial on the merits after the Supreme Court early this month held the statutory court had jurisdiction in the proceedings [BROADCASTING, June 8].

Mr. Fly said if the networks lose in the courts, the rules will become effective and that in the case of NBC "only a minor change on option time" will be necessary. NBC has voluntarily acceded to other phases of the rules and the FCC has postponed the provisions relating to dual network operation and station ownership, he pointed out.

CBS, on the other hand, the chairman declared, has not conformed to as many of the rules as NBC. He pointed out CBS is challenging the exclusivity provision as well as option time, while both networks are in court on the question of jurisdiction.

Network Authority Questioned

Rep. Wadsworth raised the question whether Congress or the Commission should have assumed authority on network regulation. He said the general subject was never discussed when original legislation was considered. Chairman Fly held, however, it would mean a protracted study for Congress and felt in the final analysis the matter would have been delegated to the Commission anyway, as was the telegraph merger case.

In opening his testimony Thursday, Chairman Fly placed in the record several exhibits supplying information requested by Committee members. These included a list of outstanding developmental and special service authorizations in the broadcast band; the biographies of FCC members and major department heads; and an exhibit showing the average age of FCC attorneys which had been requested by Rep. Brown (R-O.). The latter exhibit showed there were 63 attorneys on the FCC staff and the average age was 35.8 years.

Commission Attendance Recorded

Other exhibits introduced during the course of his testimony included a revised one showing attendance of commissioners at Commission meetings and hearings. All members of the Commission since 1939 have attended 83.7% of such sessions, this exhibit disclosed. Chairman Fly explained that many of the absences were ascribable to assignment of commissioners to other duties, such as out-of-town hearings and appearances before Congressional committees.

Before the chairman began his oral discussion of the network-monopoly rules, he completed reading of his prepared statement covering objections to provisions of the Sanders Bill, picking up where he had left off the preceding week.

The total effect of the suggested procedural changes, Mr. Fly said "is to slam the door in the face of anyone seeking to enter the radio broadcasting field." Under the proposed procedure, the first thing that would happen to a new applicant is that his application would be set for hearing, which takes time. If, after the hearing, the

(*Continued on page 54*)

Coffee Scripts

PAN-AMERICAN COFFEE Bureau, New York, in addition to its current eight-week spot announcement campaign promoting iced coffee [BROADCASTING, May 25, 1942], is offering radio stations a series of quarter-hour scripts containing information of general interest to women, and stressing the proper conservation of coffee and the use of coffee in various dishes. More than 80 radio stations are now carrying the series, which may be used as a sustainer, or sponsored by local coffee roasters. Titled *Coffee Time*, the programs are prepared by Mrs. Ida Bailey Allen, the Bureau's home economist, and are distributed by the Bureau, while Buchanan & Co., New York, handles the iced coffee program.

Broadcasting, Video, Other Advertising Excluded From New Price Ceiling Rule

EXCLUDED from the ceilings established for various services announced June 23 by Leon Henderson, price administrator, were rates charged by radio and television stations, advertising agency service charges and the rates for use of such advertising facilities as outdoor billboards.

In general, two types of services were excluded from the price regulation issued last week. In one category are services to industrial or commercial users, such as factory boiler repairs, storage of commercial goods, hotels and restaurants and repair of commercial vehicles. These are already covered under the general maximum price regulations issued April 28 by OPA.

Effective July 1

The second group of services exempted from regulation by the Price Control Act covers wages, common carrier and public utility rates, newspaper, periodical and radio advertising rates, theatre admissions and charges made for medical or other professional services.

Price ceilings for those services affected constitute the highest price charged for them during March 1942 and will take effect July 1. Unprecedented, though not unexpected, this latest regulation will establish regulatory procedures for nearly a million American business establishments. OPA estimates place the annual sum spent for newly-controlled services at 5 billion dollars a year.

Under the ceilings established, such consumer needs as a shoe shine, clean shirt, mended pair of stockings, or straightened fender are all affected. Actually, the OPA did not attempt to issue a detailed list of every commodity affected by the ruling. For the purposes of general illustration only a comparatively few services were cited as examples. Aside from the most common consumer services it was pointed out there are hundreds of items of general interest which have become increasingly important in view of the growing scarcity of new goods.

The most important 'first' ever won by KMOX

THROUGH the years KMOX has won blue ribbons for practically every important phase of radio broadcasting. Humanly enough, we have always been proud of our parti-colored pattern of success. But recently, a single, significant honor has given us our deepest pride.

On May 14, 1942, the National Association of Broadcasters granted KMOX the William B. Lewis award for "most effectively inspiring its audience to continued support of the war effort." Of all the awards we have won, this is the best. It surpasses our honors for talent and program—our citations for sports and showmanship and hillbillies. It overshadows our lead in listening audiences and advertisers.

For here is concrete evidence that our knowledge and skills have meshed smoothly into an instrument of public morale—and that they are doing the most vital work that can be radio's from now until Victory.

KMOX THE VOICE OF ST. LOUIS

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales located in New York, Chicago, Los Angeles, San Francisco, Charlotte.

Radio Theme---After-War Prosperity

Advertise and Sell; Then Advertise And Sell

By EUGENE CARR

THE MAY 25th issue of BROADCASTING placed before the radio industry a challenge to come up with a theme for Wartime Advertising. At the time this is being written (June 22, 1942) that challenge has not been answered.

Mr. Carr

The need for such a theme, as stated in the magazine's editorial, is apparent. The reasons for fulfilling that need are obvious. That the radio industry should be called upon to develop that theme is natural. Someone should take a try at it.

Advertisers today fall into two general classifications: (1) those who are still selling their products and services, to a greater or lesser degree, to the consumer public; (2) those who have completely converted their production and service facilities to the war program.

Dozens of Problems

In the first classification there are a few advertisers who have, thus far, escaped curtailment. These few have no uncommon problem. So much for them.

However, the majority of advertisers in the first classification have suffered curtailment, some to a great extent, others to a magnified small detail. For these advertisers there is one straight course to follow: Advertise to sell your goods so long as you have any goods at all to sell to the public. Keep your customers asking for your product or service even though you cannot always make delivery. You know how long it takes to switch a customer from one brand to another. Why should it take any less time to switch a customer from your brand to a competitor? It is better to have them ask and not always receive, than to have them not ask at all.

Of course, there are packaging problems, transportation problems, price problems, and problems in a dozen other catagories! There are restrictions of every type and more to follow. But there are no restrictions on the advertiser's ingenuity and initiative, and for this reason alone, he has no reason to feel that conditions in his business can only get worse.

Already in this war, we have had first rate examples in some well-known business classifications that prove out the time worn advice that it pays to keep everlastingly after advertising and promotion during a period of wartime curtailment. Already, we have had proof in at least one case that it is necessary to advertise and promote aggressively in order to sell up to the limit of a rationed product.

Business is operating under a great variety of adverse conditions but, unfortunately, too many business men are resigned to that fate for the present with little or no hope for the future. Day-to-day operation seems to be the keynote, and there is no quarrel on that point, but what is not understandable in this case is the feeling on the part of businessmen that conditions for them as individuals cannot get better from day-to-day.

This point doesn't refer to profits. Who expects to earn more profits? Who expects to earn as much profit as last year or the year before? What is a more worthy ambition for a businessman today than to keep his business going, to keep his organization intact, to gear up his establishment to a fast tempo of sales at a low margin of profit. The war must be paid for. There go the profits. It takes courage to face that fact! Would you rather throw in the sponge?

So, the theme for advertisers who are still doing any business at all with the consumer public is—sell, sell, advertise, and sell! There is no other safe way out.

After the War

Now, for the advertiser whose business is completely converted to war goods.

Sell the post-war prosperity period to the public!

"What!" you say, "there may not be a Post-War prosperity period!"

If we aren't convinced that we will have some degree of Post-War prosperity along with everything that the term implies, then why are we fighting this war? If we are resigned to a state of economic chaos, permanent in nature, with the attendant loss of everything that life in this country means, security, health, freedom, business enterprise, opportunity, comfort, then why not lay down the arms, scuttle the ships, ground the planes, and wait for the Axis powers to come in and take over!

But, if we aren't resigned to such a fate, then it must be that we are confident of ultimate victory, and being confident of ultimate victory in the military zone, we have every right to be confident of victory in the economic zone. Courage in these times must not be confined to the field of battle. Courage in these times must be the keynote also of the economic front, but with one distinction. When the war is over military courage can collapse for the time being. The economic generalissimo, however, must project his courage beyond present day needs, he must project his courage into the years following the war. How else can we expect to win a permanent peace to follow? Who else is going to win it?

ALL OF the alphabet agencies identified with advertising (ANA, AAAA, AFA, ANPA, NAB) would do well to digest this piece, on what has become a familiar topic since Pearl Harbor. The approach is different. The author says it calls for "guts". He knows whereof he speaks because he is assistant manager of WGAR, Cleveland, immediate past chairman of the Sales Managers Executive Committee of the NAB. For the present he is in Washington (for the duration) as assistant to J. Harold Ryan, assistant director of censorship. His observations here expounded are in his capacity as a station sales executive, and are not given as a minion of Uncle Sam.

FLANKED by Paul White (left), CBS director of public affairs and Harry M. Shackelford (right), vice-president in charge of sales promotion of Johns-Manville Corp., New York, Cecil Brown, CBS correspondent, signs a contract for the company's five-weekly news period on CBS, 8:55-9 p.m. On behalf of insulation Brown started the program June 22 replacing Elmer Davis, CBS commentator, now director of the Office of War Information. J. Walter Thompson handles the account.

So, *sell the post-war prosperity period to the public!*

Quit telling the world how much you are doing to help win the war. Joe America's reaction to that type of advertising is, "yeah! and look how much dough you are gettin' paid to do it!"

Start using your space and time to tell the American people about your plans for the Post-War years, and if you haven't any plans, get some.

There'll Be Jobs

Tell the mother and father of Danny Doughboy that there will be a job waiting for him when he comes home, a job in private business and industry, not in a CCC camp or in a housing project beyond the seas.

Tell the mother and father of George Gob that there will be a job waiting for him when he comes home, a job in the new industries of tomorrow, the new industries developed by your war research.

Tell the mother and father of Mike Marine that there will be a job waiting for him when he comes home, a job in the plant he left behind, filling the backlog of orders for automobiles, electrical appliances, tires and a hundred other items.

Dramatize the paycheck of private enterprise, the bride-to-be, the home, the children, the fun following a hellish war that is being fought on army wages.

Tell them that this is the plan of American business and industry, that this is the American way of doing things.

For what other reason are these boys fighting this war? For what other reason have their parents been satisfied to see them go to war?

So, you think that would be going out on a limb! Well, it's time for the American business man to go out on a limb. It's time for the American businessman to do more than make a prediction. It's time for the American businessman to gamble on something that isn't a sure thing. It's time for the American businessman to guarantee the American people a Post-War Prosperity Period.

Have American businessmen and industrialists got the guts to do this?

They'd better have!

—but we are going back!

Western Electric Company
400 Central Ave.
Kearny, N. J.
Printed Matter
Suspended

THIS envelope, addressed to one of our distributors in the Philippines, was returned to us stamped "RETURN TO SENDER—SERVICE SUSPENDED"....

A minor incident in the struggle, but it reminds us of General MacArthur's promise, "We are going back."

Today Western Electric is devoting its tremendous developing, manufacturing and distributing facilities to help the General keep his promise. We are doing our job—furnishing communications equipment in ever increasing quantities—for our fighting planes, our tanks and our ships at sea—supplying America with Voices and Ears for Victory.

We won't let MacArthur down!... We are going back!

LET'S GO! U.S.A. KEEP 'EM FLYING!

Western Electric

ARSENAL OF COMMUNICATIONS

XUM

Another 50 Cases Dismissed by FCC

Total of 98 in Two Weeks Dropped by Commission

FOLLOWING up its wholesale housecleaning of pending applications before the FCC, started a fortnight ago, the Commission last Tuesday dismissed without prejudice another large block of outstanding cases. The action this time included 50 requests for new standard, FM and television outlets as well as those from stations already in operation seeking increased and better facilities.

Grants Restricted

Added to 48 applications dropped June 16 [BROADCASTING, June 22], the total number dismissed under the FCC's memorandum opinion of April 27 now numbers 98. The Commission's policy then stated it would not grant such applications for construction permits which would involve critical war materials unless an urgent need for such facilities existed.

The current batch of dismissals include 30 applications of standard stations for new facilities; 16 for new standard stations; 2 for new FM outlets; and 2 for television. Of the 50 total, 26 had already been placed on the docket for hearing.

The 30 applications from currently operating stations were: WTMJ, Milwaukee; WMC, Memphis; KXA, Seattle; WFBR, Baltimore; KOWH, Omaha; KVAK, Atchison, Kan.; KOIN, Portland, Ore.; KGIR, Butte, Mont.; KVNU, Logan, Utah; WGOV, Valdosta, Ga.; WBAX, Wilkes-Barre; WTMC, Ocala, Fla.; KGW, Portland, Ore.; WHIS, Bluefield, W. Va.; WJHL, Johnson City, Tenn.; KBPS, Portland, Ore.; WJDX, Jackson, Miss.; WREN, Lawrence, Kan.; WRUF, Gainesville, Fla.; KGHF, Pueblo, Col.; WICA, Ashtabula, O.; WWSW, Pittsburgh; KGNC, Amarillo, Tex.; WAGE, Syracuse; WCBS, Springfield, Ill.; WLAW, Lawrence, Mass.; WRAL, Raleigh; KVI, Tacoma; WIRE, Indianapolis; KTSW, Emporia.

New Station Requests

The 16 applications for new standard stations were: Frankfort Broadcasting Co., Frankfort, Ky.; Northern Ohio Broadcasting Co., Elyria, O.; Robert V. Lee, Bradenton, Fla.; Midstate Radio Corp., Utica, N. Y.; Hoosier Broadcasting Co., Indianapolis; Radio Co. of Annapolis, Annapolis; Eastern Pennsylvania Broadcasting Corp., Scranton; Aloha Broadcasting Co., Ltd., Honolulu; Lake Shore Broadcasting Corp., Cleveland; Charles P. Blackley, Staunton, Va.; Bob Jones College Inc., Cleveland, Tenn.; Washtenaw Broadcasting Co. Inc., Ann Arbor, Mich.; William L. Klein, Chicago; Western Massachusetts Broadcasting Co., Pittsfield; Parkersburg Sentinel Co., Parkersburg, W. Va.; Colonial Broadcasting Corp., Norfolk, Va.

The FM applications were from Houston Printing Corp., Houston; and Piedmont Publishing Co., Winston-Salem, N. C. The television cases were those of Allen B. DuMont Laboratories, Washington; and W1XG, Springfield, Mass., for commercial facilities.

JUNE HYND, former assistant director of women's activities for NBC, has joined Kellogg Service Inc., New York, food sales consultant, as vice-president in charge of promotion.

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau

With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 12
Idaho—May 12
Maine—May 25
Arizona—June 2
Delaware—June 2
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

Insecticide Drive

AMERICAN HOME Products, Jersey City, last week began its annual Southern 13-week campaign for Black Flag and Flyded insecticides, using six spot announcements weekly on a group of six Texas and Tennessee stations. The company is also promoting the products in a group of selected markets with spot announcements, while special messages are being inserted in regular commercials of several of the American Home Products serial shows on the networks. Agency in charge is Blackett-Sample-Hummert, New York.

WMBH Joins MBS

WMBH, Joplin, Mo., operating fulltime with 250 watts on 1450 kc. becomes an affiliate of MBS July 1, making a total of 206 MBS affiliates. The station is owned by the Joplin Broadcasting Co.

AP News to Six

ADDITION of six more stations to those subscribing to 24-hour special AP news has been announced by Oliver Gramling, assistant general manager of Press Association, radio subsidiary of AP. The stations are: KPAB, Laredo, Tex.; KGER, Long Beach, Cal.; KFMB, Sen Diego.

BENJAMIN S. KATZ was re-elected president and treasurer of The Gruen Watch Co., Cincinnati, Ohio, and George J. Gruen was re-elected chairman of the board of directors, at a recent meeting. All other officials and directors were re-elected.

COMPETITORS RUBBED ELBOWS when rival oil and advertising executives assembled June 13 at NBC Hollywood studios to hear an off the record message by Archibald MacLeish, director of OFF, on the rubber conservation drive. Pictured (l to r, front row) are R. A. Gray, assistant petroleum engineer, geological department, General Petroleum Corp.; G. K. Breitenstein, president, Hixson-O'Donnell Adv., agency servicing Richfield Oil Co. account; Barton A. Stebbins, president, Barton A. Stebbins Adv., agency servicing Signal Oil & Gas Co. account; and Sidney N. Strotz, NBC Western division vice-president; (second row, l to r) F. A. Berend, NBC Western division sales manager; Clarence Krome, vice-president in charge of sales, Douglas Oil & Refining Co., and Ed Barker, NBC sales representative.

C. G. Phillips of KIDO Dies Suddenly at 44

CURTIS G. PHILLIPS, 44, manager of KIDO, Boise, Idaho, and partner with Frank L. Hill in the ownership of that station and KORE, Eugene, Ore., died Saturday, June 20, of a heart attack at his home in Boise. He was apparently in good health when suddenly stricken.

Born in Portland Dec. 29, 1897, he attended high school in that city and was a four-letter man in major sports. At the U of Oregon, from which he was graduated in 1923, he won letters in track under Bill Hayward and was a member of Beta Theta Pi.

Starting in radio in Portland with a small station in 1924, he went to Eugene in 1926 to own and manage KORE. In 1928 he purchased KFAU from the Boise High School, changed its name of KIDO and stayed there to operate the station. He left Mr. Hill as operator of KORE and they became partners in both enterprises.

An inveterate sports fan, Mr. Phillips was instrumental in bringing many big sporting events to Boise and participated when possible. Always identified with civic affairs, he was president of the Boise Athletic Round Table, in 1939 post commander of the American Legion and a member of the Elks, Rotary, Shrine and Ad Club. He is survived by his wife and two daughters, Shirley Ann, 13, and Betty Lou, 10; his mother, Mrs. W. Phillips, of Portland; two brothers, Hoyt, of Portland, and William, of the KIDO staff.

GE Staff Appointments Given Broth, Fraenckel

APPOINTMENT of Robert T. Broth as manager of the methods division of the General Electric Radio, Television & Electronics Department has been announced by Dr. W. R. G. Baker, GE vice-president in charge of that department, who also revealed that V. H. Fraenckel has been placed in charge of the coordination of commercial engineering of all product lines of the same department.

Mr. Broth, a graduate of the U of Kansas, joined GE in 1931 in the disbursement division of the accounting department, Schenectady, becoming assistant to the auditor of disbursement in 1936. In 1937 he was transferred to the appliance and merchandise department and two years later was named manager of commercial service in the radio receiver division, holding that post until his recent appointment. G. E. Burns, formerly the educational supervisor of the company's appliance and merchandise department in Bridgeport has been named assistant to Mr. Borth.

Mr. Fraenckel, a graduate of L'Ecole Poly, U of Chicago and U of Michigan, joined GE in 1937 in the vacuum tube department. In 1939 he was transferred to the research laboratory where he engaged in electronics and television problems research until his appointment. He succeeds G. F. Metcalf who has entered the Signal Corps as a lieutenant colonel. Mr. Fraenckel now reports to G. W. Henyan, manager of the transmitter and tubes division of the department.

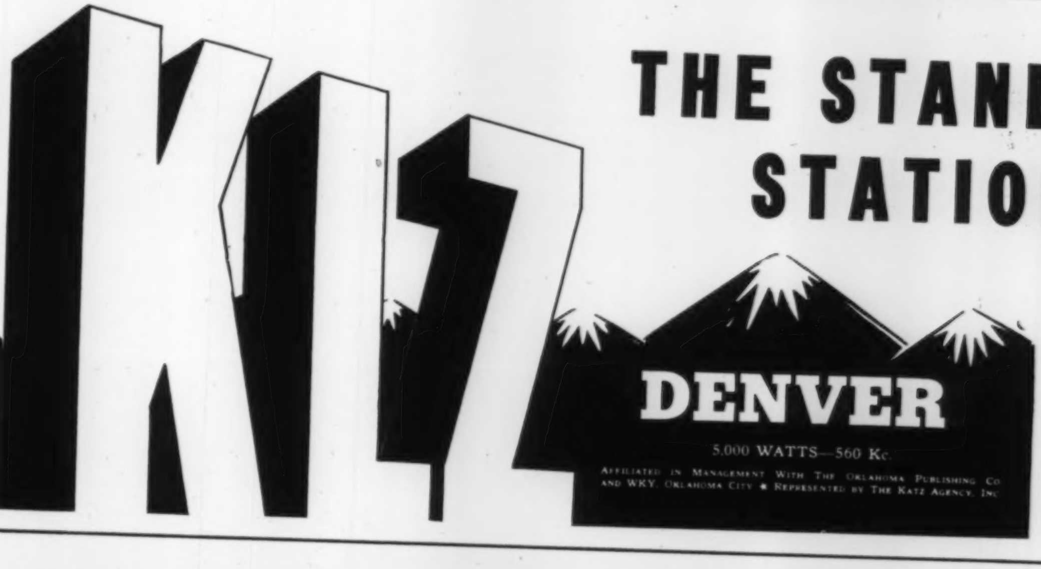
XVI—CENSUS OF RADIO HOMES IN THE STATE OF COLORADO

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population
Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Un'ts		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	5,602	81.7	4,577	1,765	85.2	1,503	1,645	83.1	1,367	2,192	77.9	1,707
Alamosa	2,731	78.8	2,151	1,529	85.6	1,308	541	65.4	354	661	74.0	489
Arapahoe	8,977	89.2	8,007	3,242	95.2	3,086	4,347	87.1	3,784	1,388	81.9	1,137
Archuleta	969	53.0	514	....	....	....	514	52.4	269	455	53.7	245
Baca	1,707	64.9	1,107	....	....	....	881	68.7	605	826	60.8	502
Bent	2,422	77.6	1,879	930	75.9	706	641	81.3	521	851	76.6	652
Boulder	11,327	90.2	10,213	6,402	93.8	6,008	2,954	86.4	2,552	1,971	83.9	1,653
Chaffee	2,398	82.4	1,977	1,494	86.0	1,284	564	76.0	429	340	77.5	264
Cheyenne	826	80.1	662	....	....	....	382	84.2	322	444	76.6	340
Clear Creek	1,172	84.8	994	....	....	....	1,122	85.1	955	50	78.0	39
Conejos	2,556	50.7	1,295	....	....	....	1,372	53.2	730	1,184	47.7	565
Costilla	1,635	40.8	670	....	....	....	909	36.3	330	726	46.9	340
Crowley	1,405	76.0	1,069	....	....	....	745	80.1	597	660	71.5	472
Custer	677	67.6	458	....	....	....	317	66.2	210	360	68.9	248
Delta	4,509	76.5	3,449	1,069	79.8	853	1,311	77.3	1,014	2,129	74.3	1,582
Denver	96,777	93.7	90,651	96,777	93.7	90,651	....	....	....	....	....	....
Dolores	533	66.2	353	....	....	....	279	67.7	189	254	64.5	164
Douglas	1,033	81.3	840	....	....	....	495	88.1	436	538	75.0	404
Eagle	1,495	78.3	1,171	....	....	....	1,038	80.5	835	457	73.5	336
Elbert	1,537	76.0	1,169	....	....	....	475	82.0	390	1,062	73.3	779
El Paso	16,532	90.9	15,026	11,842	92.7	10,982	3,257	91.7	2,986	1,433	73.9	1,058
Fremont	5,246	81.9	4,298	2,417	86.3	2,086	1,721	78.4	1,350	1,108	77.8	862
Garfield	3,063	74.7	2,288	....	....	....	1,848	79.2	1,464	1,215	67.8	824
Gilpin	580	76.0	441	....	....	....	523	75.9	397	57	77.2	44
Grand	1,023	79.3	812	....	....	....	716	79.6	570	307	78.8	242
Gunnison	1,763	81.4	1,435	....	....	....	1,363	83.4	1,137	400	74.4	298
Hinsdale	124	62.8	78	....	....	....	90	53.4	48	34	87.9	30
Huerfano	4,066	58.7	2,384	1,620	65.3	1,057	1,646	56.9	937	800	48.7	390
Jackson	525	74.4	392	....	....	....	301	68.1	205	224	83.4	187
Jefferson	8,763	90.9	7,966	976	95.9	936	5,478	91.6	5,019	2,309	87.1	2,011
Kiowa	819	76.8	629	....	....	....	389	79.6	310	430	74.3	319
Kit Carson	1,999	73.4	1,467	....	....	....	916	81.8	749	1,083	66.3	718
Lake	2,001	86.9	1,740	1,411	89.0	1,256	571	82.6	472	19	63.2	12
LaPlata	4,112	72.2	2,966	1,677	85.2	1,429	1,197	64.0	767	1,238	62.2	770
Larimer	10,324	88.2	9,104	5,637	92.8	5,230	2,128	84.9	1,806	2,559	80.8	2,068
Las Animas	8,220	61.5	5,056	3,530	73.4	2,590	3,164	54.0	1,708	1,526	49.7	758
Lincoln	1,656	78.8	1,304	....	....	....	814	86.3	703	842	71.4	601
Logan	4,663	83.3	3,880	2,081	90.7	1,888	713	78.7	561	1,869	76.5	1,431
Mesa	9,156	80.5	7,370	3,574	89.8	3,211	2,223	74.1	1,647	3,359	74.8	2,512
Mineral	294	79.5	234	....	....	....	243	82.2	200	51	66.7	34
Moffat	1,556	75.1	1,169	....	....	....	942	80.5	758	614	67.0	411
Montezuma	2,679	65.6	1,757	....	....	....	1,477	66.0	975	1,202	65.0	782
Montrose	4,080	76.8	3,133	1,360	83.4	1,134	930	70.3	654	1,790	75.2	1,345
Morgan	4,470	84.8	3,787	1,439	93.7	1,348	1,165	83.1	968	1,866	78.8	1,471
Otero	6,446	77.9	5,021	3,070	84.1	2,581	1,714	73.1	1,253	1,662	71.4	1,187
Ouray	625	81.4	509	....	....	....	438	86.0	377	187	70.7	132
Park	1,059	75.9	803	....	....	....	661	79.0	522	398	70.6	281
Phillips	1,395	84.5	1,179	....	....	....	724	84.2	609	671	84.9	570
Pitkin	569	76.9	437	....	....	....	364	77.8	283	205	75.3	154
Prowers	3,299	79.0	2,607	1,292	87.7	1,133	865	76.3	660	1,142	71.2	814
Pueblo	18,232	86.9	15,839	13,941	90.0	12,552	2,711	77.4	2,097	1,580	75.3	1,190
Rio Blanco	851	78.9	671	....	....	....	441	80.7	356	410	76.8	315
Rio Grande	3,135	71.5	2,245	910	83.6	761	1,110	61.7	685	1,115	71.6	799
Routt	3,028	79.8	2,417	....	....	....	2,124	82.0	1,741	904	74.8	676
Saguache	1,556	62.7	976	....	....	....	908	60.5	550	648	65.8	426
San Juan	393	83.5	328	....	....	....	393	83.5	328	....	....	....
San Miguel	1,028	69.2	709	....	....	....	804	73.4	590	224	53.1	119
Sedgwick	1,385	84.2	1,164	....	....	....	752	90.8	683	633	76.0	481
Summit	666	73.7	490	....	....	....	594	72.8	432	72	80.6	58
Teller	2,009	83.5	1,678	....	....	....	1,767	85.7	1,515	242	67.2	163
Washington	2,200	76.3	1,680	....	....	....	703	82.2	578	1,497	73.6	1,102
Weld	16,865	83.2	14,038	4,774	91.3	4,359	5,148	81.5	4,194	6,943	79.0	5,485
Yuma	3,257	79.3	2,582	....	....	....	1,388	82.4	1,144	1,869	76.9	1,438
State Total	316,000	84.5	267,295	174,759	91.5	159,932	77,956	78.1	60,877	63,285	73.5	46,486

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Colorado Springs	11,842	93.4	10,984
Denver	96,777	93.7	90,651
Pueblo	13,941	90.0	12,552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THE STANDOUT STATION
DENVER
5,000 WATTS—560 Kc.
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XVII—CENSUS OF RADIO HOMES IN THE STATE OF TENNESSEE

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940*

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Anderson	5.977	61.3	3.659	702	83.0	583	3.006	66.9	2.012	2.269	46.9	1.064
Bedford	6.199	67.7	4.196	1.968	73.6	1.449	1.157	73.6	852	3.074	61.7	1.895
Benton	2.999	41.8	1.253	....	....	....	1.191	47.0	560	1.808	38.3	693
Bledsoe	1.744	41.7	727	....	....	....	599	48.3	289	1.145	38.3	438
Blount	9.534	72.2	6.896	2,715	87.2	2.368	2.915	76.9	2.242	3.904	58.5	2.286
Bradley	6.873	66.8	4.593	2.996	83.0	2.486	1.553	63.2	981	2.324	48.5	1.126
Campbell	6.709	56.4	3.783	967	71.2	689	3.586	58.9	2.113	2.156	45.5	981
Cannon	2.375	39.5	939	....	....	....	395	56.2	222	1.980	36.2	717
Carroll	6.713	51.9	3.483	....	....	....	2.714	62.4	1.693	3.999	44.8	1.790
Carter	7.761	66.6	5.158	2,016	85.3	1.720	2.839	62.0	1.760	2.906	57.8	1.678
Cheatam	2.335	53.3	1.246	....	....	....	652	63.2	412	1.683	49.6	834
Chester	2.642	47.2	1.248	....	....	....	980	53.6	525	1.662	43.5	723
Claiborne	5.338	48.2	2.568	....	....	....	1.429	69.6	995	3.909	40.2	1.573
Clay	2.313	39.3	910	....	....	....	360	54.3	196	1.953	36.5	714
Cocke	5.284	47.6	2.530	867	78.6	681	879	46.7	411	3,538	40.6	1.438
Coffee	4.616	55.7	2.568	1.281	76.9	985	873	65.6	573	2.462	41.0	1.010
Crockett	4.425	51.8	2.290	....	....	....	1.114	57.5	641	3.311	49.8	1,649
Cumberland	3.451	43.2	1.492	....	....	....	1.168	49.5	578	2.283	40.0	914
Davidson	66.923	82.1	54.922	45.804	80.5	36.890	16.703	89.5	14.949	4.416	69.8	3.083
Decatur	2.444	52.5	1.284	....	....	....	1.115	53.9	601	1,329	51.4	683
DeKalb	3.555	48.1	1.711	....	....	....	848	62.5	530	2.707	43.6	1.181
Dickson	4.831	50.1	2.425	1.004	85.7	860	1.000	49.7	497	2.827	37.8	1.068
Dyer	9.016	63.1	5.685	2.847	72.4	2.061	1.649	62.2	1,025	4.520	57.5	2.599
Fayette	6.813	21.6	1.476	....	....	....	1,127	44.4	501	5.686	17.2	975
Fentress	2.888	35.6	1.029	....	....	....	935	44.4	416	1.953	31.4	613
Franklin	5.505	59.1	3.254	719	76.9	553	1,812	65.4	1,185	2.974	51.0	1,516
Gibson	11.854	57.6	6.831	3.346	64.6	2.160	1,587	62.9	997	6.921	53.1	3.674
Giles	7.191	54.5	3.921	1.484	71.3	1.058	776	61.9	480	4,931	48.3	2.383
Grainger	3.233	38.4	1.239	....	....	....	341	49.0	167	2,892	37.1	1,072
Greene	9.065	58.1	5.272	1.587	75.2	1.193	849	58.6	498	6,629	54.0	3,581
Grundy	2.574	54.0	1.390	....	....	....	1,821	55.6	1,013	753	50.0	377
Hamblen	4.550	60.7	2.762	2.106	73.0	1.537	508	52.1	265	1,936	49.6	960
Hamilton	45.942	77.6	35.677	34.213	79.9	27.328	8,622	75.7	6,531	3,107	58.5	1,818
Hancock	2.343	35.2	825	....	....	....	149	30.3	45	2,194	35.5	780
Hardeman	5.033	38.7	1.946	....	....	....	1,746	55.5	969	3,287	29.7	977
Hardin	4.120	49.0	2.028	....	....	....	1,715	54.7	939	2,405	45.3	1,089
Hawkins	6.405	52.9	3.389	....	....	....	1,586	68.4	1,085	4,819	47.8	2,304
Haywood	6.541	32.0	2.096	1.193	54.2	647	441	38.7	170	4,907	26.1	1.279
Henderson	4.611	53.0	2.446	688	69.7	480	1,108	41.5	465	2,815	53.3	1,501
Henry	6.893	53.4	3.676	1.838	74.4	1,367	1,450	50.2	728	3,605	43.9	1,581
Hickman	3.391	50.0	1.695	....	....	....	1,116	54.3	606	2,275	47.9	1,089
Houston	1.512	50.9	771	....	....	....	506	63.6	322	1,006	44.6	449
Humphreys	2.958	46.1	1.368	....	....	....	1,039	55.6	578	1,919	41.1	790
Jackson	3.344	41.6	1.392	....	....	....	312	61.1	190	3,032	39.6	1,202
Jefferson	4.264	60.5	2.582	602	94.6	570	768	67.2	516	2,894	51.7	1,496
Johnson	2.825	44.3	1.254	....	....	....	691	48.8	337	2,134	43.0	917
Knox	43.990	78.6	34.573	28.601	82.9	23.723	8,747	76.7	6,713	6,642	62.3	4,137
Lake	3.046	43.4	1.321	....	....	....	1,014	62.4	633	2,032	33.9	688
Lauderdale	5.961	46.0	2.743	779	59.9	466	1,031	54.9	566	4,151	41.2	1,711
Lawrence	6.533	49.7	3.253	998	76.8	766	1,554	56.7	881	3,981	40.3	1,606
Lewis	1.313	56.2	738	....	....	....	605	59.5	360	708	53.4	378
Lincoln	6.651	61.5	4.084	1.386	78.4	1.086	865	60.9	527	4,400	56.2	2,471
Loudon	4.571	66.0	3.011	1.789	82.3	1.472	755	69.2	522	2,027	50.2	1,017
McMinn	7.376	62.5	4.603	2.698	81.2	2.192	1,198	60.1	720	3,480	48.6	1,691
McNairy	4.846	44.5	2.155	....	....	....	1,673	51.6	864	3,173	40.7	1,291
Macon	3.691	48.4	1.784	....	....	....	654	62.0	405	3,037	45.4	1,379
Madison	14.360	59.9	8.588	7.174	70.2	5.036	2.353	68.7	1.615	4.833	40.1	1,937
Marion	4.286	57.7	2.474	....	....	....	3.237	60.6	1.961	1.049	48.9	513
Marshall	4.260	65.5	2.796	1.029	78.1	803	635	67.6	430	2,596	60.2	1.563
Maury	10.377	64.9	6.728	3.882	75.5	2.931	2.147	60.3	1,294	4.348	57.6	2.503
Meigs	1.395	50.3	702	....	....	....	172	68.6	118	1.223	47.7	584
Monroe	5.328	48.1	2.560	649	79.4	515	1.022	61.9	633	3,657	38.6	1.412
Montgomery	8.288	59.3	4.913	3.304	72.1	2.382	997	56.4	562	3,987	49.4	1.969
Moore	1.031	53.5	551	....	....	....	184	60.5	111	847	52.0	440
Morgan	3.085	52.3	1.614	....	....	....	1.379	61.9	854	1,706	44.5	760
Obion	8.268	65.8	5.439	2.088	74.4	1.554	2.327	56.8	1.322	3,853	66.5	2,563
Overton	4.064	31.0	1.263	....	....	....	1.034	43.0	444	3,030	27.0	819
Perry	1.770	54.1	958	....	....	....	624	54.3	339	1,146	54.0	619
Pickett	1.282	36.0	462	....	....	....	185	45.9	85	1,097	34.4	377
Polk	3.242	54.8	1.774	....	....	....	1.774	67.9	1.205	1,468	38.8	569
Putnam	6.036	47.6	2.866	1.118	85.4	955	1,511	49.4	747	3,407	34.2	1.164
Rhea	3.754	55.7	2.085	....	....	....	2.135	66.2	1,414	1,619	41.4	671
Roane	6.295	59.1	3.724	2.373	73.6	1.746	1.690	58.2	984	2,232	44.5	994
Robertson	7.182	56.4	4.049	1.716	63.2	1.084	1.301	64.9	844	4,165	50.9	2,121
Rutherford	8.381	60.8	5.090	2.746	72.6	1.993	1.101	63.5	699	4,534	52.9	2,398
Scott	3.349	44.6	1.492	....	....	....	1.823	51.6	940	1,526	36.2	552
Sequatchie	1.111	47.2	525	....	....	....	408	54.2	221	703	43.3	304
Sevier	5.078	48.5	2.462	....	....	....	1.246	66.5	829	3,832	42.6	1,633
Shelby	96.769	70.6	68.364	81,081	74.9	60.696	6.256	62.6	3.916	9,432	39.8	3,752
Smith	4.168	56.0	2,335	....	....	....	981	61.0	598	3,187	54.5	1,737
Stewart	3.049	51.3	1.566	....	....	....	770	58.8	453	2.279	48.8	1.113
Sullivan	16.079	75.3	12.102	7.015	85.9	6.026	4.470	74.1	3.314	4.594	60.1	2.762
Sumner	8.146	57.5	4.680	1.359	73.8	1.003	1.494	61.8	923	5,293	52.0	2,754
Tipton	6.775	45.6	3.095	1.010	65.0	656	840	46.2	388	4,925	41.6	2.051
Trousdale	1.534	61.2	939	....	....	....	485	67.2	326	1,049	58.5	613
Unicoi	3.050	58.3	1.783	805	89.8	723	1.094	54.7	598	1.151	40.1	462
Union	2.004	40.8	818	....	....	....	227	51.2	116	1.777	39.5	702
Van Buren	894	44.0	393	....	....	....	323	46.3	149	571	42.7	244
Warren	4.939	52.9	2.617	1.297	76.0	986	627	54.3	341	3.015	42.8	1.290
Washington	11.690	70.4	8.231	5.632	79.7	4.487	2.229	60.9	1.358	3.829	62.3	2.386
Wayne	3.081	40.4	1.242	....	....	....	991	56.9	564	2.090	32.4	678
Weakley	8.092	54.1	4.382	1.064	75.1	799	1.856	60.6	1.125	5.172	47.5	2.458
White	3.733	43.5	1.628	646	81.1	524	700	37.7	264	2.387	35.2	840
Williamson	6.080	57.4	3.487	1.208	72.5	876	710	65.9	468	4.162	51.5	2.143
Wilson	6.699	60.0	4.016	1.666	73.1	1.217	1.033	62.3	643	4.000	53.9	2.156
State Total	714.894	62.5	446.948	276.056	77.7	214.362	152.197	65.1	99.046	286.641	46.6	133.535

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Chattanooga	33,471	79.6	26,635
Knoxville	28,601	82.9	23,723
Memphis	81,081	74.9	60,696
Nashville	45,804	80.5	36,890

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XVIII—CENSUS OF RADIO HOMES IN THE STATE OF IOWA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adair	3.763	87.7	3.299	....	....	....	1.553	88.5	1.375	2,210	87.1	1,924
Adams	2.930	87.7	2.570	....	....	....	1.167	87.9	1.025	1,763	87.6	1,545
Allamakee	4.500	83.9	3.777	874	88.3	772	1.340	81.7	1.095	2,286	83.6	1,910
Appanoose	6.975	80.9	5.647	2,494	89.1	2.221	2.271	78.2	1.775	2,210	74.7	1,651
Audubon	3.225	88.5	2.854	....	....	....	1.341	89.1	1.195	1,884	88.1	1,659
Benton	6.435	91.2	5.866	2.209	92.2	2.036	1.490	88.3	1.315	2,736	91.9	2,515
Black Hawk	22.621	95.3	21.563	17.738	96.2	17.063	2.222	90.6	2.014	2,661	93.4	2,486
Boone	7.917	91.3	7.232	3.555	94.0	3.341	1.614	89.8	1.450	2,748	88.8	2,441
Bremer	4.962	88.6	4.399	1.257	91.4	1.149	1.528	87.8	1.342	2,177	87.6	1,908
Buchanan	5.348	89.1	4.765	1.349	93.1	1,256	1.535	88.0	1.351	2,464	87.6	2,158
Buena Vista	5.483	93.9	5.148	1,511	95.7	1.447	1.719	91.4	1.571	2,253	94.6	2,130
Butler	4.983	87.8	4.373	....	....	....	2.462	87.1	2.145	2,521	88.4	2,228
Calhoun	4.864	92.4	4.496	....	....	....	2.635	90.3	2.380	2,229	94.9	2,116
Carroll	5.697	93.4	5.323	1.433	94.8	1.358	2.041	92.3	1.884	2,223	93.6	2,081
Cass	5,465	89.0	4.863	1.746	94.0	1.642	1.412	85.6	1,209	2,307	87.2	2,012
Cedar	4.845	88.4	4.286	759	85.5	649	1.662	87.8	1.460	2,424	89.8	2,177
Cerro Gordo	11.693	93.4	10.922	8.400	94.1	7.907	1.112	92.2	1.026	2,181	91.2	1,989
Cherokee	4.606	93.5	4.307	1.596	95.2	1.520	1.025	91.7	940	1,985	93.1	1,847
Chickasaw	4.110	87.0	3.576	850	93.0	790	1.124	86.4	971	2,136	85.0	1,815
Clarke	3.047	84.3	2.573	1.070	88.1	943	435	81.1	353	1,542	82.8	1,277
Clay	4.902	92.2	4.520	1.960	93.7	1.836	906	88.2	799	2,036	92.6	1,885
Clayton	6.650	84.1	5.591	....	....	....	3.445	84.4	2.908	3,205	83.7	2,683
Clinton	12.443	92.7	11.541	7.467	95.1	7.098	2.218	88.5	1.964	2,758	89.9	2,479
Crawford	5.361	89.4	4.790	1.235	90.6	1.119	1.555	88.9	1.382	2,571	89.0	2,289
Dallas	7.178	90.4	6.489	1.849	94.8	1.753	2.629	88.9	2.338	2,700	88.8	2,398
Davis	3.207	77.8	2.498	846	90.9	769	434	71.5	310	1,927	73.6	1,419
Decatur	3.970	79.3	3.147	....	....	....	1.945	82.9	1.613	2,025	75.7	1,534
Delaware	4.903	87.7	4.300	1.188	91.1	1.082	1.345	85.2	1.145	2,370	87.5	2,073
Des Moines	10.875	89.9	9.777	7.861	92.0	7.232	1.113	86.5	963	1,901	83.2	1,582
Dickinson	3.294	92.1	3.035	....	....	....	1.928	91.7	1.768	1,366	92.8	1,267
Dubuque	15.915	91.7	14.587	11.513	93.9	10.810	2.001	86.7	1.735	2,401	85.1	2,042
Emmet	3.548	91.0	3.228	1.598	90.8	1.451	614	88.9	546	1,336	92.1	1,231
Fayette	7.919	88.5	7.013	2.162	94.9	2.051	2.449	86.6	2.122	3,308	85.9	2,840
Floyd	5.706	91.2	5.208	2.558	94.7	2.423	1.070	89.8	961	2,078	87.8	1,824
Franklin	4.446	92.3	4.102	1.209	92.2	1.115	938	90.5	849	2,299	93.0	2.138
Fremont	4.143	85.4	3.539	....	....	....	1,998	87.5	1,748	2,145	83.5	1,791
Greene	4.725	92.2	4.357	1.256	92.6	1.163	1,178	92.0	1,084	2,291	92.1	2.110
Grundy	3.703	94.3	3.494	....	....	....	1,769	93.4	1,653	1,934	95.2	1,841
Guthrie	4.889	86.0	4.206	....	....	....	2,305	85.6	1,974	2,584	86.4	2,232
Hamilton	5.380	93.4	5.024	1.931	95.9	1.852	1,128	91.4	1,031	2,321	92.2	2.141
Hancock	3.965	91.6	3.633	....	....	....	1,776	91.6	1,628	2,189	91.6	2,005
Hardin	6.301	92.2	5.810	2.209	94.6	2.089	1,818	89.6	1,629	2,274	92.0	2,092
Harrison	6.143	81.1	4.984	1.130	90.1	1.018	2.179	81.0	1,765	2,834	77.7	2,201
Henry	4.856	86.2	4.186	1.400	90.8	1.271	1.456	84.3	1.228	2,000	84.3	1,687
Howard	3.592	86.1	3.095	1.057	89.4	945	763	79.8	609	1,772	86.9	1,541
Humboldt	3.565	91.6	3.264	825	90.5	747	1.150	90.7	1.043	1,590	92.7	1,474
Ida	3.024	92.0	2.782	....	....	....	1.544	91.1	1.407	1,480	92.9	1,375
Iowa	4.662	87.9	4.099	....	....	....	2.321	87.6	2.034	2,341	88.2	2,065
Jackson	5.198	87.1	4.528	1.220	91.8	1.120	1.675	82.1	1.376	2,303	88.2	2,032
Jasper	8.847	90.8	8.032	3.012	93.9	2.828	2.561	89.1	2.281	3,274	89.3	2,923
Jefferson	4.641	86.1	3.997	2.067	93.8	1.940	721	78.3	565	1,853	80.5	1,492
Johnson	9.356	88.8	8.307	5.174	94.7	4.898	1.345	86.9	1.169	2,837	79.0	2,240
Jones	5.144	88.3	4.540	1.598	91.3	1.460	1.232	83.4	1.027	2,314	88.7	2,053
Keokuk	5.520	86.9	4.799	....	....	....	2.811	87.8	2.469	2,709	86.0	2,330
Kossuth	6.511	91.1	5.933	1.385	93.7	1.298	1.745	88.7	1,547	3,381	91.3	3.088
Lee	11.425	87.1	9.952	8.198	90.8	7.445	1.000	81.3	813	2,227	76.0	1,694
Linn	26.378	92.8	24.490	19.952	95.1	18.970	2.769	85.0	2,353	3,657	86.6	3.167
Louisa	3.265	84.1	2.746	....	....	....	1.683	83.5	1,405	1,582	84.8	1.341
Lucas	4.187	86.6	3.628	1.754	91.6	1.607	669	85.7	573	1,764	82.1	1.448
Lyon	3.772	89.3	3.369	732	93.9	687	1.152	87.4	1,007	1,888	88.7	1,675
Madison	4.215	83.8	3.533	1.145	85.5	979	753	85.3	643	2,317	82.5	1,911
Mahaska	7.696	88.7	6.824	3.409	92.0	3.137	1.327	85.5	1.135	2,960	86.2	2,552
Marion	7.299	88.0	6.427	2.792	94.2	2.630	1.914	83.2	1.592	2,593	85.0	2,205
Marshall	9.702	94.0	9.117	5.564	95.3	5.304	1.540	91.8	1.414	2,598	92.3	2.399
Mills	3.662	85.7	3.136	754	88.2	665	1.094	87.2	954	1,814	83.6	1.517
Mitchell	3.833	88.5	3.390	973	91.1	886	1.003	84.5	847	1,857	89.2	1,657
Monona	4.861	83.0	4.032	974	81.8	797	1.505	84.4	1.270	2,382	82.5	1,965
Monroe	3.964	83.1	3.300	1.518	92.5	1.404	650	81.2	528	1,796	76.2	1,368
Montgomery	4.606	92.0	4.238	1.764	95.4	1.684	1.099	87.6	963	1,743	91.3	1,591
Muscatine	9.259	90.5	8.375	5.662	92.3	5.228	1.603	88.6	1.420	1,994	86.6	1,727
O'Brien	5.185	93.4	4.845	1.122	93.8	1.052	1,975	93.9	1,854	2,088	92.9	1,939
Osceola	2.689	90.2	2.425	....	....	....	1,285	89.5	1,150	1,404	90.8	1,275
Page	6.678	89.1	5.952	3.495	90.7	3.168	899	83.5	751	2,284	89.0	2,033
Palo Alto	4.009	90.1	3.612	874	91.8	802	1.143	89.1	1,019	1,992	89.9	1,791
Plymouth	6.001	89.5	5.373	1.485	93.1	1.383	1.547	89.8	1,389	2,969	87.6	2,601
Pocahontas	4.204	93.6	3.934	....	....	....	1.954	92.9	1.814	2,250	94.2	2,120
Polk	56.516	94.0	53.129	47.856	94.9	45.427	5.361	88.4	4.738	3,299	89.8	2,964
Pottawattamie	18.471	90.3	16.675	11.693	92.1	10.773	2.752	88.8	2.445	4,026	85.9	3,457
Poweshiek	5.368	92.0	4.937	1.610	93.4	1.503	1.401	91.0	1.275	2,357	91.6	2,159
Ringgold	3.264	83.1	2.710	....	....	....	1.314	84.1	1.105	1,950	82.3	1,605
Sac	4.763	92.6	4.412	915	92.1	843	1.699	91.3	1.551	2,149	93.9	2,018
Scott	24.166	93.9	22.686	19.950	94.8	18.918	1.845	88.7	1.637	2,371	89.9	2,131
Shelby	4.255	90.6	3.854	1.102	95.3	1.050	945	90.3	853	2,208	88.4	1,951
Sioux	6.647	86.9	5.776	726	86.7	630	2.790	88.9	2.482	3,131	85.1	2,664
Story	9.286	94.5	8.778	4.572	97.7	4.467	2.129	91.5	1.947	2,585	91.3	2,359
Tama	6.237	90.9	5.670	860	93.3	803	2.482	90.0	2.234	2,895	91.0	2,633
Taylor	4.176	83.9	3.505	....	....	....	1.917	84.2	1.614	2,259	83.7	1,891
Union	4.848	88.8	4.303	2.486	90.6	2.253	778	91.0	708	1,584	84.7	1,342
Van Buren	3.702	82.7	3.063	....	....	....	1.801	84.0	1.513	1,901	81.5	1,550
Wapello	12.834	89.5	11.479	9.262	92.8	8.592	1.375	84.7	1.165	2.197	78.4	1,722
Warren	5.110	84.5	4.321	1.325	92.5	1.226	1.283	84.8	1.088	2,502	80.2	2,007
Washington	5.746	87.1	5.002	1.661	91.6	1.522	1.485	84.0	1.247	2,600	85.9	2,233
Wayne	4.016	84.6	3.400	....	....	....	2.125	87.8	1.866	1,891	81.1	1,534
Webster	11.374	92.9	10.568	6.481	94.4	6.120	1.976	90.1	1.781	2,917	91.4	2,667
Winnebago	3.555	88.7	3.152	741	89.8	665	1.074	88.0	945	1,740	88.6	1,542
Winneshiek	5.807	87.2	5.060	1.580	92.5	1.461	1.192	80.6	961	3,035	86.9	2,638
Woodbury	28.394	91.4	25.966	22.851	93.2	21.295	2.371	86.3	2.047	3.172	82.7	2,624
Worth	3.006	88.8	2.670	....	....	....	1.357	89.3	1.212	1,649	88.4	1,458
Wright	5.442	93.5	5.085	2.004	94.1	1.886	1.308	92.1	1,205	2,130	93.6	1,994
State Total	701.824	90.2	633.168	312.393	93.7	292.724	161.077	87.6	141.059	228,354	87.3	199,385

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Burlington	7,861	92.0	7,232
Cedar Rapids	18,488	95.3	17,611
Clinton	7,467	95.1	7,098
Council Bluffs	11,693	92.1	10,773
Davenport	19,141	94.8	18,149
Des Moines	46,629	94.9	44,262
Dubuque	11,513	93.9	10,810
Mason City	7,238	94.1	6,814
Ottumwa	9,262	92.8	8,592
Sioux City	22,851	93.2	21,295
Waterloo	14,930	96.2	14,364

XIX—CENSUS OF RADIO HOMES IN THE STATE OF RHODE ISLAND

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Bristol	6,478	96.7	6,266	6,478	96.7	6,266	....	....	....	....	....	....
Kent	15,302	95.5	14,615	13,269	96.0	12,744	1,874	92.6	1,736	159	84.6	135
Newport	11,981	95.9	11,490	7,663	96.5	7,393	3,585	95.2	3,413	733	93.4	684
Providence	145,070	95.9	139,184	140,888	96.1	135,352	3,243	92.8	3,010	939	87.5	822
Washington	8,875	91.2	8,097	2,938	93.9	2,760	5,158	90.7	4,676	779	84.8	661
State Total	187,706	95.7	179,652	171,236	96.1	164,515	13,860	92.6	12,835	2,610	88.2	2,302

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Central Falls	6,512	94.6	6,159
Cranston	11,252	97.7	10,997
East Providence	8,449	96.8	8,180
Newport	7,663	96.5	7,393
Pawtucket	20,800	96.1	20,420
Providence	67,501	96.3	64,988
Warwick	7,817	96.9	7,575
Woonsocket	13,040	94.1	12,271

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XX—CENSUS OF RADIO HOMES IN THE STATE OF SOUTH DAKOTA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Armstrong	11	81.8	9							11	81.8	9
Aurora	1.398	80.0	1.118				488	84.1	410	910	77.8	708
Beadle	5.231	89.2	4.665	3.033	94.2	2.859	602	84.5	509	1.596	81.2	1.297
Bennett	991	55.4	548				422	44.9	189	569	63.2	359
Bon Homme	2.769	80.6	2.231				1.313	81.3	1.068	1.456	79.9	1.163
Brookings	4.266	89.8	3.830	1.530	92.2	1.410	802	85.6	687	1.934	89.6	1.733
Brown	7.711	93.0	7.170	4.539	96.0	4.358	1.127	85.1	959	2.045	90.6	1.853
Brule	1.674	81.1	1.357				823	82.7	680	851	79.6	677
Buffalo	434	60.0	261				235	47.2	111	199	75.4	150
Butte	2.138	83.9	1.794				1.165	85.8	999	973	81.7	795
Campbell	1.120	77.9	873				415	72.5	301	705	81.1	572
Charles Mix	3.233	72.6	2.350				1.210	77.8	942	2.023	69.6	1.408
Clark	2.315	86.2	1.996				918	85.1	782	1.397	86.9	1.214
Clay	2.619	88.6	2.320	982	91.1	895	307	85.7	263	1.330	87.4	1.162
Codington	4.318	90.4	3.902	2.786	92.7	2.583	427	83.9	358	1.105	87.0	961
Corson	1.587	73.6	1.167				719	73.5	528	868	73.7	639
Custer	1.708	72.9	1.245				1.058	72.4	766	650	73.6	479
Davison	4.192	90.1	3.779	3.008	92.4	2.780	242	83.8	203	942	84.4	796
Day	3.346	85.0	2.843				1.531	84.5	1.293	1.815	85.4	1.550
Deuel	2.038	86.9	1.772				758	86.2	653	1.280	87.4	1.119
Dewey	1.338	71.6	958				762	70.9	540	576	72.6	418
Douglas	1.579	80.5	1.271				578	83.9	485	1.001	78.5	786
Edmunds	1.830	82.5	1.511				846	78.1	661	984	86.3	850
Fall River	2.073	82.0	1.699	950	85.3	810	502	81.1	407	621	77.3	482
Faulk	1.329	90.1	1.198				603	88.7	535	726	91.3	663
Grant	2.665	91.2	2.429	744	91.5	680	595	90.1	536	1.326	91.5	1.213
Gregory	2.404	75.7	1.821				1.012	78.2	791	1.392	74.0	1.030
Haakon	1.004	83.1	834				390	87.3	340	614	80.5	494
Hamlin	1.893	84.9	1.607				840	86.4	725	1.053	83.8	882
Hand	1.795	87.4	1.569				604	87.5	529	1.191	87.3	1.040
Hanson	1.368	84.9	1.162				499	89.1	445	869	82.6	717
Harding	831	71.5	594				245	64.5	158	586	74.4	436
Hughes	1.858	88.2	1.639	1.239	91.4	1.132	202	78.6	159	417	83.5	348
Hutchinson	3.111	79.3	2.467				1.381	79.9	1.103	1.730	78.8	1.364
Hyde	788	87.0	686				338	86.3	292	450	87.5	394
Jackson	555	76.2	423				280	77.8	218	275	74.6	205
Jerauld	1.271	83.8	1.064				596	83.3	496	675	84.2	568
Jones	690	82.5	569				302	85.6	258	388	80.1	311
Kingsbury	2.843	85.1	2.419				1.394	85.9	1.197	1.449	84.3	1.222
Lake	3.159	89.7	2.832	1.401	90.4	1.266	436	87.0	379	1.322	89.8	1.187
Lawrence	5.330	89.2	4.753	3.350	90.4	3.030	1.462	88.7	1.297	518	82.2	426
Lincoln	3.429	88.2	3.027	700	94.0	658	848	83.5	708	1.881	88.3	1.661
Lyman	1.281	78.8	1.009				511	78.5	401	770	79.0	608
McCook	2.466	85.2	2.101				1.083	86.5	937	1.383	84.2	1.164
McPherson	1.871	73.0	1.365				729	72.1	525	1.142	73.6	840
Marshall	2.122	84.3	1.790				909	82.0	745	1.213	86.1	1.045
Meade	2.668	79.8	2.131	880	82.8	729	411	78.5	322	1.377	78.4	1.080
Mellette	960	53.3	511				343	55.5	190	617	52.1	321
Miner	1.781	85.5	1.523				720	89.4	644	1.061	82.8	879
Minnehaha	15.504	92.9	14.409	11.245	94.2	10.596	1.660	89.2	1.480	2.599	89.8	2.333
Moody	2.460	90.0	2.214				1.060	88.9	942	1.400	90.9	1.272
Pennington	6.677	85.7	5.719	3.951	90.2	3.564	1.634	78.8	1.287	1.092	79.5	868
Perkins	1.705	80.4	1.371				648	83.7	542	1.057	78.4	829
Potter	1.193	85.2	1.018				660	83.4	551	535	87.4	467
Roberts	3.815	84.4	3.221	644	87.6	564	823	86.3	710	2.348	82.9	1.947
Sanborn	1.566	80.4	1.259				637	78.7	501	929	81.5	758
Shannon	1.183	46.1	546				514	58.9	303	669	36.3	243
Spink	3.178	90.1	2.864				1.584	91.2	1.444	1.594	89.1	1.420
Stanley	575	83.9	483				269	88.2	237	306	80.4	246
Sully	656	82.9	544				209	85.1	178	447	81.9	366
Todd	1.244	54.2	675				592	46.9	278	652	60.9	397
Tripp	2.482	79.7	1.979				942	84.1	792	1.540	77.1	1.187
Turner	3.539	85.6	3.029				1.586	88.6	1.404	1.953	83.2	1.625
Union	3.058	86.3	2.639				1.354	86.1	1.166	1.704	86.5	1.473
Walworth	1.815	87.3	1.585	769	93.0	715	439	80.3	352	607	85.4	518
Washabaugh	439	51.6	227				121	36.7	44	318	57.4	183
Washington	368	51.8	191				59	56.1	33	309	51.0	158
Yankton	3.870	83.8	3.242	1.807	92.0	1.662	507	73.9	374	1.556	77.5	1.206
Ziebach	708	63.2	447				267	57.4	153	441	66.7	294
State Total	165.428	84.6	139.854	43.558	92.5	40.291	49.548	81.8	40.495	72.322	81.7	59.068

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Sioux Falls	11.245	94.2	10.596

Matthews Quits WJHL; Joins Army Air Force

LEAVING for the duration, W. K. Matthews, business manager of WJHL, Johnson City, Tenn., has entered the Army as a lieutenant in the Army Air Force. Before receiving an assignment he is attending a training school in Miami, Fla. Mr. Matthews has been with the station since its start in 1938.

Mr. Matthews

Lady Esther Change

LADY ESTHER Co., Evanston, Ill. (cosmetics), with broadcast of June 29 changes format and title of its weekly half-hour program featuring Freddy Martin's orchestra on 65 CBS stations, Monday 10-10:30 p.m. (EWT). Titled *Album of the Week*, the new series will include dramatic vignettes, each associated with the featured musical numbers. Tunes will honor weekly a different type character. Bob Haymes is featured vocalist, Bob Lee and Jerome Lawrence are writers, with Bill Lawrence as Hollywood producer of Pedlar & Ryan, agency servicing the account.

'Hell' Is O. K.

INDICATIVE of American aversion to censorship is this story reported by WKBZ, Muskegon, Mich. Al Beck, in reading a UP report, recently quoted words of airmen, who after chasing Japs at the Battle of Midway declared, "We gave 'em hell!" When Al reached that point in the dispatch a failure of current caused a dimout. Promptly, the station's phones began receiving listeners' messages to the effect that "you shouldn't have taken him off the air for saying that. We liked it."

Set Tactics Criticized

FOLLOWING a recent investigation conducted by regional offices of the Office of Price Administration, particularly in the New York area, it was announced June 19 that some customers are illegally required to purchase unwanted merchandise in order to purchase radios, phonographs and certain household appliances. In a warning that such "package deals" were in violation of the General Maximum Price Regulation, Price Administrator Leon Henderson said that if the items were not sold in package lots last March they must now be sold individually.

FCC Is Sustained On WTNJ Appeal

Court Denies Stay Order To Stop WTTM Operation

DECIDING the second of several pending appeals seeking stay orders from decision of the FCC, the U. S. Court of Appeals for the District of Columbia in a per curiam opinion June 22 sustained the motion of the FCC to dismiss appeal of WTNJ, Trenton, N. J., from the FCC's action in granting the new WTTM authority to operate in that city. Associate Justices Miller and Vinson concurred in the FCC motion, while Associate Justice Stephens dissented.

"This cause," said the court's order, "came on to be heard on the transcript of record from the FCC on appellant's petition for stay order on the intervenor's [WTTM] motion to dismiss and on the motion of the FCC to dismiss. On consideration hereof, it is ordered by the court that the motion of the FCC to dismiss this appeal be and it is hereby granted, and that this appeal be and it is hereby dismissed."

Justice Stephens dissented, it was stated, because he was of the view that the Commission's motion to dismiss and the intervenor's motion to dismiss should both be denied, and that a stay order should be granted but its effect limited to enjoining *pendente lite* of the issuance of a license. His proposal, according to counsel, was that the regular license to WTTM should not be issued until the appeal had been decided. The appeal was brought by WTNJ on competitive economic grounds.

Other Appeals Pending

On April 22, in the appeal of Frequency Broadcasting Co., New York, involving an FM grant, the court dismissed the appeal and the petition for a stay order without opinion.

Still pending are appeals of NBC, in behalf of KOA, Denver, from the decision granting WHDH, Boston, fulltime on the 850 kc. clear channel, and that of WCPO, Cincinnati, from the FCC decision granting WCOL, Columbus, an assignment on the 1230 kc. local channel, resulting in purported curtailment of service. In both actions petitions for stay orders were filed. The Supreme Court on April 6 held the lower court is authorized to stay authorizations of the FCC when the conditions warrant.

The NBC-WHDH case, construed as involving the fate of clear channels from the purely legal standpoint, was reargued before the full appellate court on June 13. WHDH already is operating full time on 850 kc.

Another appeal pending, accompanied by a stay order petition, is that of WOW, Omaha, which protested an increase in power of WKZO, Kalamazoo, on the same 590 kc. frequency, on grounds of interference and curtailment of service.

BACON'S WOES

As Fate Stymies Ballgame Five Times

THOSE sand traps and obstacles along the fairway would never look hard to Roger Bacon, baseball announcer of WTOL, Toledo, who recently had a lesson in real difficulties.

Finishing his sports review at 6:20 p.m., Bacon prepared to leave for a broadcast of the Toledo-Kansas City game that night only to have rain suddenly flood out the game at 7. Bacon then arranged for a telegraphic description of the Columbus-Milwaukee contest at 8, but received a call at 7:30 from his ace telegrapher that he was stranded in the storm without transportation to WTOL. Bacon dashed out in his car to rescue the telegrapher only to return at 8 and find further grief—the game was postponed 20 minutes for a baseball clown act.

At 8:20 the game finally started, but again fate struck—this time lightening through the telegraph wire. However, after 20 minutes of furious ad libbing, Bacon breathed easier when the game came in again and four innings proceeded without mishap.

Old man hard luck was still to be reckoned with, however, as word came in from Columbus at 9:30 that the stadium lights had suddenly gone out. At 10:45 after Bacon had been frantically filling in for an hour and 15 minutes, the umpires in Columbus came through with the straw that broke the camel's back—"game called on account of darkness."

CBC Men in Service

THERE ARE NOW 64 employes of the Canadian Broadcasting Corp. on active service, Gladstone Murray, CBC general manager reported to the Parliamentary Committee on Broadcasting at Ottawa. Each case was considered to determine where the employe could be of greater service but care was taken to avoid interfering with the desire of individuals who wished to join the forces.

Radio Stars Are Signed For Film Productions

FILM rights to title of Bob Hope's autobiography, *They've Got Me Covered*, have been bought by Samuel Goldwyn, Hollywood film producer. Approximately 4,000,000 copies of the book have been sold with distribution for a time through his NBC sponsor, Pepsodent Co.

True Boardman, Hollywood radio writer, has completed an assignment on the Universal film, "What Happened, Caroline?", and has been re-signed by that studio to work with Ernest Pascal in scripting an untitled picture to be produced by Charles Boyer. Sam Hayes, West Coast newscaster, has been signed to portray a commentator in Paramount's "Wake Island."

Harlow Wilcox, announcer on the NBC *Fibber McGee & Molly*, with Gale Gordon and Bill Thompson who portray Mayor LaTrivia and Wallace Wimple respectively on that program, have been signed for feature parts in the RKO film, "All for Fun".

KSD

EXCLUSIVE OUTLET for NBC in ST. LOUIS AREA

POWERFUL SALES STIMULATOR!

NBC Programs on KSD Have Been Leading in "FIRSTS" Since 1935 in All Nation-Wide Star-Program Popularity Polls

It Is 225 Miles from KSD to the Nearest NBC Station

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

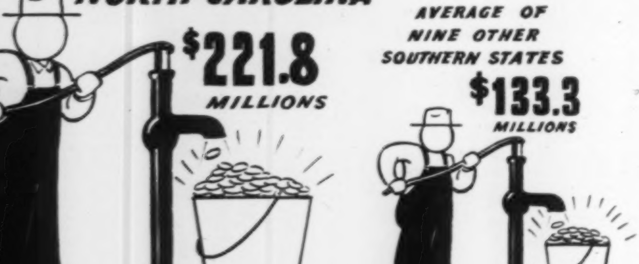
POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

NORTH CAROLINA
is the
SOUTH'S No. 1
AGRICULTURAL
STATE

CASH INCOME and GOV'T PAYMENTS



WPTF
with 50,000 Watts
in RALEIGH is
NORTH CAROLINA'S
No. 1
SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

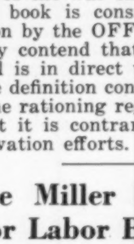
BACKYARD ALCHEMY
Draws Frowns as Uncle Sam Scans Gas Book

BROADCASTERS Victory Council has followed up its initial action sending telegrams to stations throughout the country warning against a book, *Fearless Motor Fuel Formulas* with a lengthy bulletin on the situation. Selling for $2, the book is supposed to provide the reader with the elements of backyard alchemy to produce a substitute for rationed gasoline [BROADCASTING, June 15].

Being contrary to the best interest of the war effort, BVC reports the book is considerably frowned upon by the OFF and OPA. First they contend that the use of such fuel is in direct violation of gasoline definition contained in the gasoline rationing regulations and add that it is contrary to rubber conservation efforts.

Joe Miller Is 'Drafted' For Labor Board Duties

THE WAR LABOR BOARD has "drafted" Joseph L. Miller, NAB labor relations director, to serve in a part-time capacity as a panel mediator. Mr. Miller sat last week as industry representative on the panel hearing the Montgomery Ward & Co. case.


Mr. Miller

The industry representatives chosen for panel work by the board are generally recognized as outstanding experts in the field of labor relations.

Canada Fee Criticized

TERMING "scandalous" the procedure of placing Government paid programs on the Canadian Broadcasting Corp. network through advertising agencies, M. J. Coldwell, member of the Parliamentary Committee on Radio Broadcasting at Ottawa, criticized the paying of an agency commission for placing such programs on a Government-owned broadcasting system. Evidence was given that by placing the programs through agencies the cost to the Government was the same as though it were placed directly, but the CBC by allowing discounts to the agencies, received less revenue. The committee asked for a statement on the total amount of discount paid by the CBC on government advertising placed through agencies. Special reference was made to the programs placed by the Wartime Price and Trade Board, the War Finance Committee and the Department of Munitions and Supply.

Radio Events Gets Forecasts

SYNDICATION and servicing of the Dunkel Football Forecasts for 1942, an 11-week football prediction series by Dick Dunkel, executive of Donahue & Coe, New York, and head of the Dunkel Sports Research Service, will be handled by Radio Events Inc., New York and Hollywood. Mr. Dunkel will continue to handle the forecasts under the direction of Joseph M. Koehler, of Radio Events, who will handle the sale, syndication of scripts and distribution of the football forecast sheets. More than 120 stations used the service last year.

Pellegrin Quits To Join Army

Resigns NAB, To Be Captain Assisting Lt. Col. Kirby

COMMISSIONED a captain in the Army, Frank E. Pellegrin, director of the Department of Broadcast Advertising of the NAB, has been ordered to report early next month to the Radio Branch, Bureau of Public Relations, at Washington headquarters. It is expected he will become administrative officer under Lt. Col. Edward M. Kirby, chief of the the Radio Branch, former NAB public relations director.

Mr. Pellegrin

Capt. Pellegrin's departure leaves three vacancies on the NAB executive staff. Col. Kirby's post as public relations director has been vacant for more than a year. Lynne C. Smeby, director of engineering, resigned last April to join the Signal Corps as a civilian consultant.

Replacement Soon

All three posts may be filled shortly. The NAB Board of Directors is expected to meet in mid-July, though no definite date yet has been set, to consider personnel and other matters. NAB President Neville Miller, however, may fill the engineering and Bureau of Advertising posts prior to that time.

Because of Capt. Pellegrin's excellent record since joining the NAB on April 1, 1941, it is expected every effort will be made to fill the post as expeditiously as possible, so there will be a minimum of loss in continuing functions of that bureau. Capt. Pellegrin was sales manager of Central States Broadcasting System (KOIL, KFAB, KFOR) before joining the NAB. Prior to that, he was public relations director of Creighton University, from which he was graduated.

The 34-year-old broadcaster was president of the Junior Chamber of Commerce of Ohio and national director for Nebraska of the U. S. Chamber when he joined the NAB. He has had radio experience in selling, writing, producing and announcing, but with emphasis on commercial operations. In 1940 he was voted Omaha's "outstanding young man" and received the U. S. Chamber award for contributing outstanding civic service to Omaha.

New Walgreen Series

WALGREEN DRUG Co., Chicago (drug chain), on June 29 will start sponsorship of five-minute newscasts 20-49 times weekly on 12 stations in five cities as follows: Milwaukee, WTMJ 40, WISN 42; Salt Lake City, KSL 20, KYDL 21; Louisville, WHAS 35, WAVE 42, WINN 42; St. Louis, KWK 42; KXOK 42, WIL 42; Memphis, WMC 49, WMPS 42. Agency is Schwimmer & Scott, Chicago.

ARCADY FARMS MILLING Co., Chicago, has completed introductory distribution in the Cincinnati market of its dry dog food, Arcady Dog Ration, through the facilities of Specialty Sales, a subsidiary organization of WLW, Cincinnati, organized four months ago to introduce and gain distribution of products in grocery and drug stores throughout the Cincinnati area.

The Arcady Dog Food, the first product handled by Specialty Sales, was introduced and sold, according to W. P. McCarthy, head of dog food division of Arcady Farms Milling Co., to over 800 retail outlets in the past three months in Cincinnati, Hamilton, Covington, Newport, and other cities in the area where it formerly had no distribution.

The Specialty Sales organization, under the direction of Lou Sergeant, acts as a sales organization service for food and drug manufacturers and distributors who wish to introduce a product or increase present distribution in the Cincinnati market, thereby increasing the scope of potential advertisers for WLW. The service charges a flat fee pro-rated on a per salesman basis, with four non-competing products simultaneously introduced within a stipulated three month period. A staff of salesmen introduce and sell the product by calling on the retailers regularly, building up good will and acquainting the trade with the service. Products currently handled by the sales organization are Karith Chemical, Chicago (cleaning fluid), Seal-Cote Co., Hollywood (fingernail protector); Fioret Sales Co., New York (perfume).

* * *

Three-Way Job

REGARDED as a promotional plus by the sales department of the CBS Pacific Network, new brochures and printed literature are now offering three-way aid in the job of selling, according to Arthur J. Kemp, West Coast general sales manager. CPN selling literature also serves as a base for additional sales arguments and for "convincers" when the need arises.

To derive maximum benefit from this new triple-threat material, CPN has adopted the practice of devoting a meeting of the entire sales department to the introduction of a single piece of selling literature with its specific application being thoroughly discussed. Point-by-point analysis has been found to not only stimulate interest, but also to bring out features which the individual salesmen might have overlooked, declared Mr. Kemp.

Effectiveness of promotional material has been increased as well by marking a piece for an individual prospect. This implied consideration and understanding of a client's needs pays, Mr. Kemp has discovered, large dividends.

* * *

WCPO's Anniversary

WCPO, Cincinnati, on June 19 celebrated its fifth anniversary of using news on the hour every hour. Promotion included a number of newspaper ads, a proclamation from Cincinnati's Mayor, James Garfield Stewart and special programs, including a birthday for five-year-olds.

Merchandising & Promotion

Sales Aids—Birthday Celebration—Toy Tops
Campaign Summaries—Tip Sheet

CJOR Presentations

TO PROMOTE advertising campaigns being conducted over CJOR, Vancouver, B. C., the station carefully plans all types of cooperation. At the conclusion of the campaign the station develops a presentation describing types of cooperation with examples included and summarizes activities of each store participating in the merchandising effort complete with pictures. According to the station's officials, this type of promotion though inexpensive has proved to have extensive appeal.

* * *

Topeka Tops

CURRENT in the promotional barrage of WIBW, Topeka, is an oversized mailing card with a toy top attached and stressing WIBW for "Tops in Sales Results."

In the Papers

TITLES and times of programs on WOR, New York, are carried in 218 daily newspapers reaching 11,873,414 persons, according to figures compiled by the WOR promotion department. Of the total number of newspapers, 51.4% were within the WOR guaranteed area, reaching 8,932,768 readers or 75.2%. The remaining 48.6% of the papers outside the guaranteed area reach 2,940,646 people, providing a bonus coverage for WOR advertisers, the survey states.

* * *

Service Flags

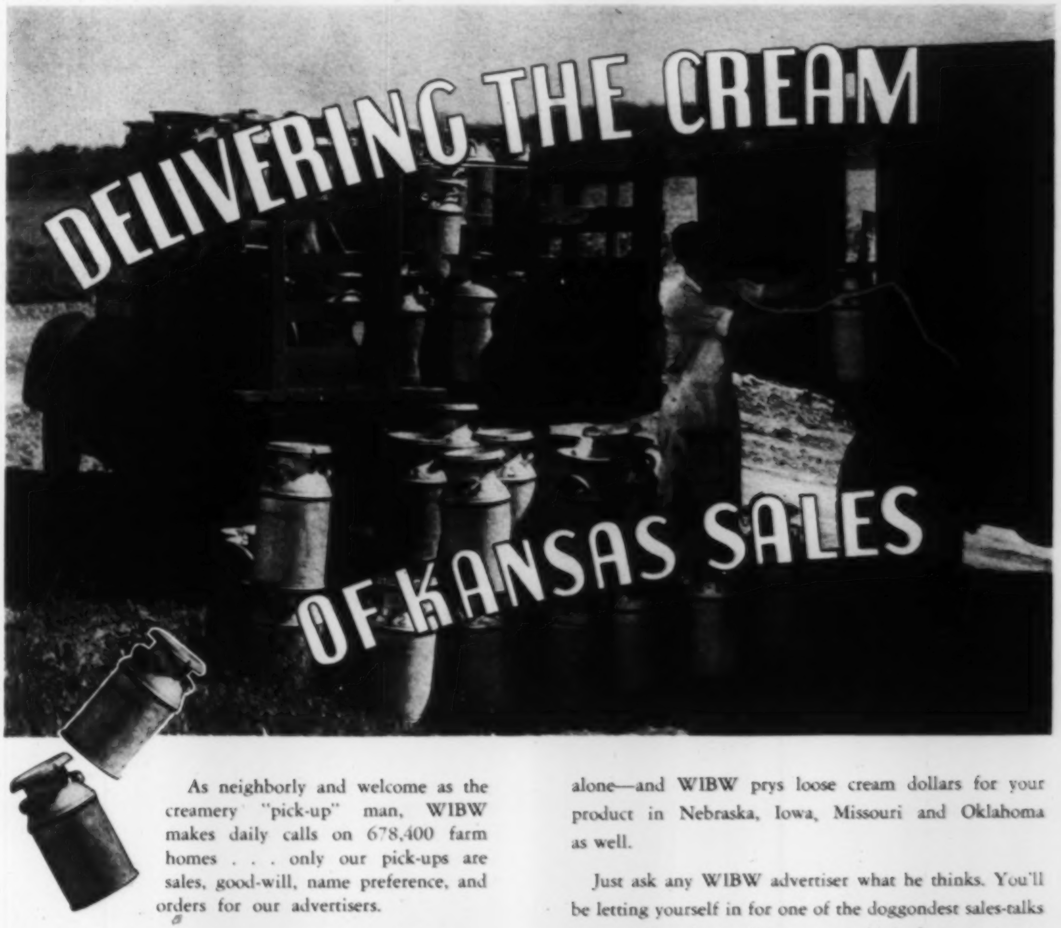
WTMJ, Milwaukee, has distributed more than 7,000 service flags in the past 12 weeks to service families. Flags are distributed free to those requesting them in writing.

SPONSOR WELCOME is proffered Ken Arrington (left), advertising manager of Omar Inc., Omaha (flour), to the South Dakota Retailers Convention in Sioux Falls. On hand was Arden E. Swisher, merchandising manager of WNAX, Yankton. WNAX provided talent for a gala program closing the three day, June 7-9 sessions.

* * *

Tips To Sponsor

A Tip Sheet has been distributed to agency timebuyers, station reps and prospective advertisers by KROW, Oakland, Cal., with population figures.



As neighborly and welcome as the creamery "pick-up" man, WIBW makes daily calls on 678,400 farm homes . . . only our pick-ups are sales, good-will, name preference, and orders for our advertisers.

Speaking of cream—dairy products bring these farms a steady, spendable income you can't afford to ignore. Over *116 million dollars* EXTRA MONEY for Kansas alone—and WIBW prys loose cream dollars for your product in Nebraska, Iowa, Missouri and Oklahoma as well.

Just ask any WIBW advertiser what he thinks. You'll be letting yourself in for one of the doggondest sales-talks you ever heard . . . things we wouldn't *dare* to say ourselves. WIBW advertisers are our best salesmen . . . and the reason is RESULTS.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Purely PROGRAMS

SOMEWHAT on the line of the BBC's *Music to Work By* programs for war workers is the new William Wrigley Jr. Co. five times weekly show starring *Ben Bernie & All the Lads* on CBS. Although designed to entertain the entire listening audience in the 5:45-6 p.m. period, Bernie takes time between musical numbers to give messages of encouragement to the millions working on production lines who hear the program over public address systems in war plants throughout the country. The series started June 15 as a summer replacement for *Scattergood Baines*. Agency is Arthur Meyerhoff & Co., Chicago.

* * *

Letter from General

A WEEKLY LETTER from Maj. Gen. Frederick E. Uhl, commanding officer of the Seventh Corps Area, is broadcast by KMOX, St. Louis. Letter gives a brief report of activities at various camps plus general information for persons in the Corps Area.

Dear Adolf

LETTERS to Hitler, composed by Stephen Vincent Benet, American poet, for the weekly NBC series, *Dear Adolf*, are to be shortwaved in Spanish to Latin American countries. Alvaro Gonzales, announcer-writer of the Spanish section of NBC's International Division, will read the letters. The Spanish shortwave version of the program Sunday, 5 p.m. will also be heard by U. S. listeners. The domestic broadcast is heard Fridays.

* * *

Egad

TALL TALES are told on BLUE in a weekly series based on the comic strip character, "Major Hoople," known to funny page readers for 20 years.

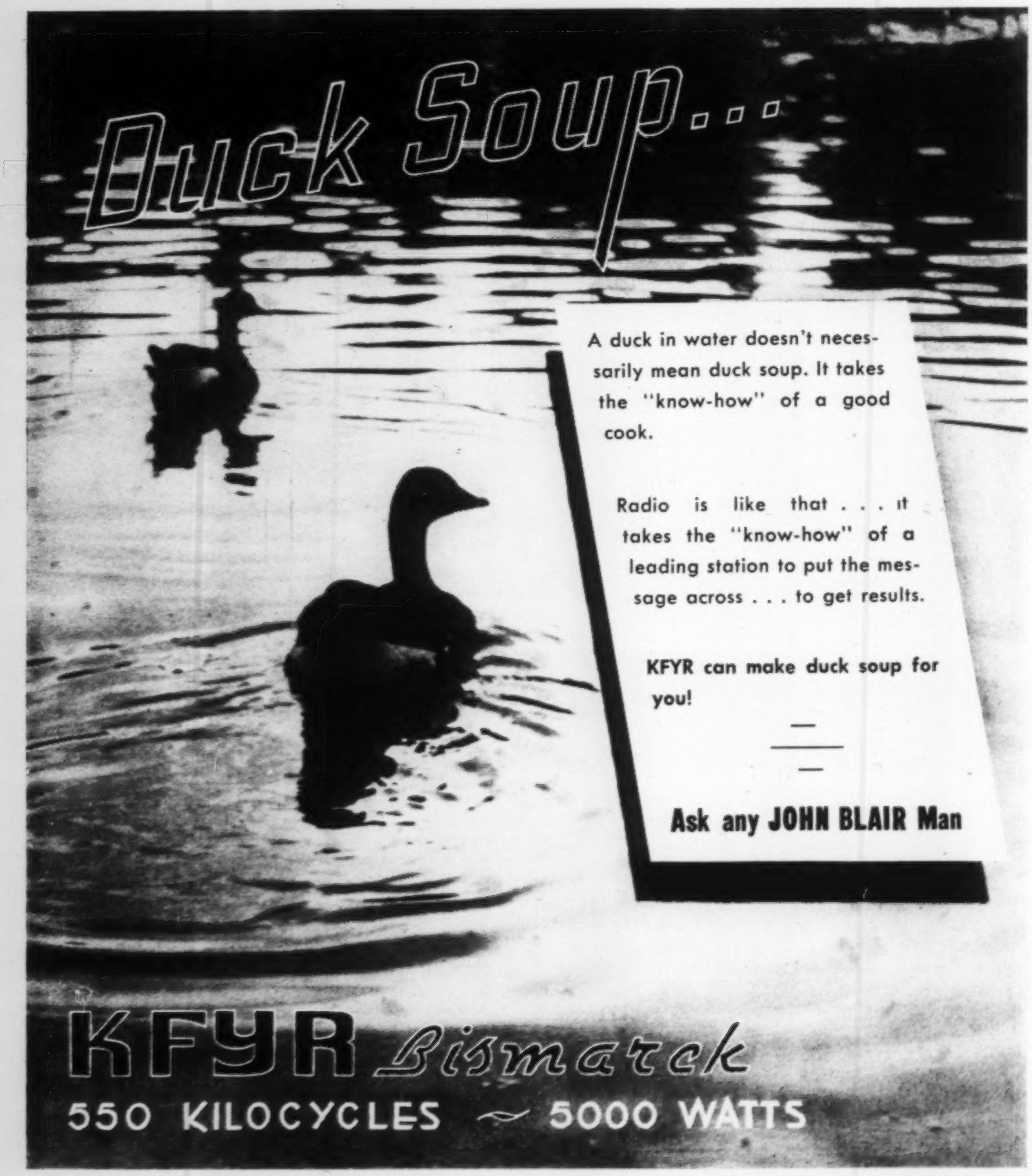
Raffles Returns

REVIVING the melodramatic English mystery character and in a modern war setting, a weekly half hour adventure series titled *The Return of Raffles*, has been started on CBS West Coast stations. Neil Hamilton, film actor, has the title role. Gaylord Carter, organist, supplies atmospheric background music. Paul West writes the series. Ted Bliss is producer.

* * *

Shut Up!

TO combat loose talk and rumor carrying that might be detrimental to our war effort, KTKC, Visalia, at each station break uses a filtered mike and a weird voice to warn, "Button your lip, or you'll sink a ship", or "Close your yaps, don't help the Japs".



A duck in water doesn't necessarily mean duck soup. It takes the "know-how" of a good cook.

Radio is like that . . . it takes the "know-how" of a leading station to put the message across . . . to get results.

KFYR can make duck soup for you!

Ask any JOHN BLAIR Man

KFYR *Bismarck*

550 KILOCYCLES ~ 5000 WATTS

Dunce's Delight

COMEDIANS serve as experts on *It Pays to Be Ignorant*, MBS quiz program, designed to boost the self-confidence of people whose wits are fagged from trying to keep up with the radio experts. Reversing the usual quiz program formula, listeners are challenged to submit questions which *can* be answered by a board of comedians including Tom Howard, Harry McNaughton, George Shelton and Ann Thomas. Prizes of minimum usefulness are awarded to those succeeding in drawing correct answers from the "experts," chosen for their high I.Q., meaning, according to Howard, "Ignorance Quotient."

* * *

Lady Commandos

AS THE RESULT of favorable response to *You and the War*, five-minute discussion of war work for women by Ernesta Barlow on WEAF, New York, the program has been extended to the NBC network, and is now presented each week as *Commando Mary*. Appearing on each broadcast as the "Commando Mary" of the day, are women playing a prominent part in the nation's war program. Mrs. Barlow continues to present discussions of courses in war-time occupations, and salaried and volunteer jobs available to America's 45,000,000 women.

* * *

Art That Lives

ART will be spelled with a small "a" on the program *Living Art* to be presented on CBS each week in conjunction with the Metropolitan Museum of Art in New York. Stressing the beauty of objects not found in museums, and ranging in subject from advertising posters to paintings in the National Gallery, Washington, the series starts July 7 with a program featuring William Gropper, noted painter, and Otis Shepard, who does posters for Wrigley's chewing gum, discussing "Easel vs. Billboard". Program takes the place on the CBS schedule filled by *Living History*.

* * *

Buddy Letters

SOLDIER LETTERS received by listeners provide the theme of *Our Buddies* over KSD, St. Louis, sponsored by the Food Center and Jim Remely Super Stores. Friends and relatives of servicemen are also interviewed on the air. A "Buddy Box" containing cigarettes, shaving cream, razor blades, stationery and a pencil set is sent servicemen whose letters are read. Organ and piano music round out the musical side of the broadcasts. Already letters have been used from men in India, Australia and Ireland.

* * *

Relic Records

PHONOGRAPH RECORD "museum" pieces are used by Al Taylor, of the staff of WCAU, Philadelphia, for a new record show heard each morning at 7:30. Called the *Wax Museum*, the oldest records obtainable, including cylindrical discs, are played. Listeners are invited to send in their ancient records to be played during the program. Wherever possible, a modern version of the oldtime recorded selection is also played for contrast.

House Group Asks Higher Postal Rate

Suggests Third Class Be Put On Self-Sustaining Basis

IN ITS QUEST for additional revenue to bolster the 1943 tax bill now under consideration, the House Ways & Means Committee last Wednesday voted to direct the Post Office to increase third class mail rates to the point where the service will pay for itself. The report was included in the Committee's report on the new 6 billion tax bill for 1943.

Third class mailing privilege applies to circulars and advertising matter. The Post Office claims this mailing class last year showed a deficit of $22,325,000. A special committee has been appointed to investigate mailing rates and it was said that the House tax committee hopes means will be found to bring about a balance in rates.

Periodical Rates

The committee already has voted to increase second class privileges to a pay-as-they-go basis. This will affect mailing of newspapers and periodicals and it is hoped that an estimated 80 million loss yearly will be recovered.

At the Post Office it was said the report asked for by the committee will require a great deal of detailed effort and that it cannot be expected for some time. It was also indicated that some objection may arise from the Post Office. It was pointed out that much business in first class mailing—which more than pays for itself—arises from the second and third class privileges being extended to various industries and that the moves proposed by the tax committee might do more harm than good. It was explained that the present Post Office setup would have to be maintained in any case and losses in business because of increased rates might result in a greater deficit.

Mrs. Roosevelt Advises Freedom of the Radio

THROUGH her column "You Ask Me" appearing in the *Ladies Home Journal*, Mrs. Eleanor Roosevelt, wife of the President, recently indicated her wishes for a free radio. Mrs. Roosevelt was asked by a reader if it would be possible to have legislation passed forbidding gangster and horror stories on the air and answered that "I think it would be a pity to pass legislation which would be censorship legislation, either for the press or the radio or the movies." She continued: "All these distributors of news and entertainment, of necessity, are anxious to please the public; and once you get the public educated so that they are really determined that their children shall not listen to certain programs on the air, you will have no difficulty getting them off the air."

NBC-Chicago men in the armed forces totaled 37 last week with the entry of David J. Kempkes, studio engineer, into the Army Signal Corps as a Second Lieut., and Paul Anderson announcers' clerk, in the Navy.

Advertising for Consumer Education In Planning for Post-War Era Urged

SOME CURRENT arguments against advertising in wartime were recently discounted by Carroll L. Wilson, director of the Bureau of Foreign & Domestic Commerce, Department of Commerce. In "Markets On the March—At Home and Abroad", an article by Mr. Wilson appearing in *Domestic Commerce*, weekly bulletin of the Department, he said in referring to national advertising that "some people believe that it should be abolished for the duration".

"I disagree heartily," Mr. Wilson declared. "Today, more than ever before, distributors and consumers alike are confused. Informative advertising can and will help to dispel this confusion."

He went on to say that the educational value of advertising "has been greatly underrated" by its critics. "Frequently," he added, "it has been underrated by advertisers themselves who abuse the confidence consumers would like to place in such advertising."

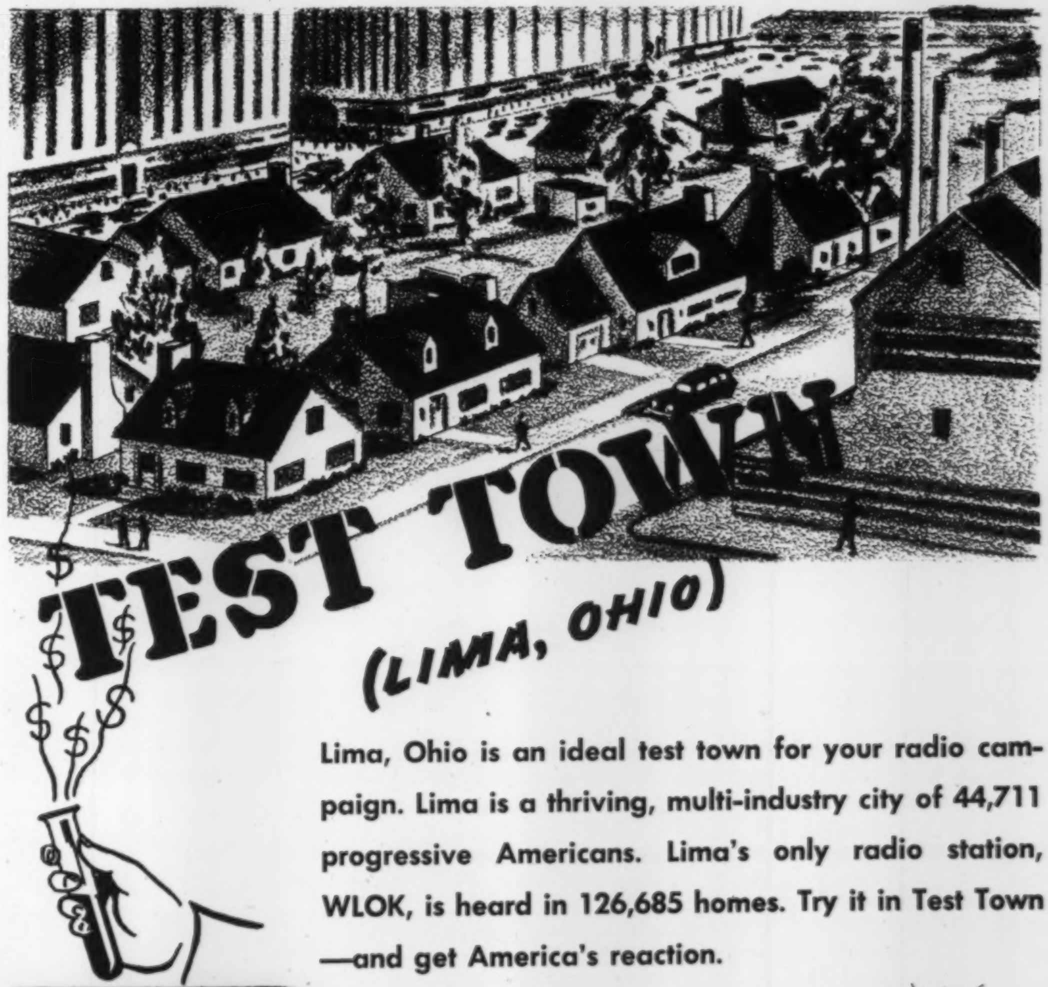
Mr. Wilson then pointed out that "with new price regulations, rationing, shortages, the informative value of national advertising is evident." "It can," he said, "be a powerful force for distributor and consumer education."

Mr. Wilson took up the subject of "brand or trade mark", which he said also had come under criticism in the light that it should be laid aside until the war's end. "I disagree again," Mr. Wilson said. "These brand names personify goodwill and goodwill is at the basis of practically every sale made. In fact, goodwill is about all some manufacturers in England and this country have today with which to guarantee jobs of millions of workers in the post-war period."

To illustrate his point, Mr. Wilson took a hypothetical case. "Let us suppose," he said, "that some hand could sweep every brand name off the shelves today. Think of the confusion after the war. The longer we have to wait for peace, the greater the confusion of buyers. Many of the current buying standards would disappear. Consumers would have to revert to the trial-and-error method of buying and experimenting."

"I do not mean to suggest that all brands are good," he said, "but I judge that not only you but all sensible people agree with me that the life blood of business—goodwill—must be kept flowing during the war period in order that the conversion from war to peace can be made as quickly and as smoothly as humanly possible."

He concluded that "goodwill of businessmen for businessmen and of consumers for consumable goods is one of the oils which will reduce the friction of conversion."



Lima, Ohio is an ideal test town for your radio campaign. Lima is a thriving, multi-industry city of 44,711 progressive Americans. Lima's only radio station, WLOK, is heard in 126,685 homes. Try it in Test Town —and get America's reaction.

COVERAGE AT LOW COST

WLOK
LIMA, OHIO

"THE VOICE THAT SPEAKS FROM THE HEART OF LIMA"

NBC Affiliate . . . Full Time Operation

Rogers Flays Newscaster On Alleged Campaigning

ON THE HOUSE floor June 18, Cal Tinney, newscaster with the Will Rogers delivery, was severely criticized by Rep. Hoffman (R-Mich.) for an alleged political appeal in his broadcast for Phillies cigars over MBS the preceding Wednesday evening.

Rep. Hoffman said Tinney advocated reelection of Rep. Eliot (D-Mass.) and declared himself in favor of the defeat of Representative Short (R-Mo.) Ford (R-Cal.) and Rep. Hoffman.

FORMER PAGES of WBBM, Chicago, now serving overseas are Howard Utt, Navy, Ireland; Earl Schwartzhopf, Army, Iceland, Bill Mors, Air Corps, India.

PICKINS IS SLIM IN GLEANINGS (Ky.)!

Probably you're not much concerned with the sales possibilities in Gleanings (Ky.). But we have a feeling you're more than a little interested in the Louisville Trading Area. This prosperous Area, with 1,331,200 people, accounts for 17.6% *more* retail sales than the rest of Kentucky *combined!* . . . With WAVE, *alone,* you can cover the whole Area for less than the cost of any other medium! We've got the proof—you want it?

LOUISVILLE'S WAVE

5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

WARTIME INDUSTRY AND RADIO

Cleveland Concerns Buy Time to Tell Public About Government Awards

By HARRY CAMP
Sales Manager, WGAR, Cleveland

HUGE industrial concerns, hitherto disregarded as prospective radio advertisers, are buying time on WGAR, Cleveland, for the purpose of dramatically informing the public of Government honors such as the presentation of the Navy E Award, the Treasury Payroll Pennant, and the Army and Navy Burgee for production excellence. They're buying time and are grateful for the opportunity of telling their complete story to the community.

That's the story behind WGAR's sales effort to offset revenue lost because of war's stringencies affecting various types of businesses.

Upon learning of the announcements by the Treasury and the Army and Navy, WGAR sales people contact the heads of companies singled out for production awards. Since most of the presentations are made at times which permit the workers to attend the ceremonies—at lunch hour, or during the period between shifts—the presentation is recorded and scheduled for broadcast during the evening, when most of the workers can listen and a peak audience is available.

Drill Firm First

First of the Cleveland firms approached by WGAR was the Cleveland Twist & Drill Co., recipient of a Navy E Award. Since there was no precedent for such a broadcast, a clear job of selling radio's ability as a public relations medium was necessary. Firms such as this, working at top speed on vital Government contracts, immersed as they are in production, have not lost sight of the value of public goodwill. The Cleveland Twist and Drill Co. decided to avail itself of the broadcast.

To insure news of this development passing to other companies, possibly in line for similar awards, the WGAR promotion department sent out letters to the presidents of major industrial concerns in Northern Ohio telling of the purpose of the broadcast, time and station, and urging industrialists to tune in. Courtesy announcements were generously sprinkled throughout the day of the broadcast. The success of the broadcast was evident in the interest expressed by other companies.

The National Screw & Mfg. Co., informed that it was to receive the Treasury Payroll flag, followed the example of Cleveland Twist Drill and purchased a half-hour on WGAR. Next to follow was the Moto-Truck Co. Other prospects contemplate the use of WGAR, awaiting only their notification of award.

As a temporary source of income, this type of sponsorship is most welcome to any radio station. More important, a job of education is being done in a classification of sponsor whose possibilities have been only faintly exploited in the past. Cleveland Twist & Drill Co. has expressed interest in a series of institutional programs. The enthusiasm of other companies provides a foot in the door for a radio appropriation.

AS ADVANCE publicity for the campaign to be conducted July 17-Aug. 2 by Records For Our Fighting Men, Kate Smith, the CBS singer, has written a by-line column for use in various publications to explain the purpose of the organization and call on the public to resurrect their old phonograph records. These records will be collected during the drive by members of the American Legion and the Legion Auxiliary with the aim of converting them into scrap and with the proceeds buy new records for our armed forces.

Meet the LADIES

DOROTHY McCUNE

LEAVING a city room for a position in the continuity department of KVOO, Tulsa, was an easy transition for Dorothy McCune. That was five years ago. Since then she has performed a variety of chores for the station, beginning with a daily program of women's news and assuming the duties of director of women's activities in addition to continuity responsibilities.

Finally it became necessary for her to perform the operations of traffic manager temporarily, but the exigency lasted two years. Now she's back bossing women's activities and writing and emceeing a five-weekly half-hour called *It's a Woman's World*, which highlights interviews with leading civic, church and club women of Oklahoma, Kansas and Arkansas.

UP LIST GROWING; 46 MORE ADDED

DURING THE first six months of 1942, the list of United Press radio clients increased by 46, while five new radio news bureaus were established and State radio circuits were created in Kentucky, Wyoming, Nebraska and Texas, according to a mid-year report issued last week by Al F. Harrison, UP radio sales manager.

As a result of these expansions, the report states, more than 510 stations in this country and its possessions broadcast UP dispatches, and more than 610 outlets in the western hemisphere receive UP service. The company also has a similar radio service in South America and in Canada. The UP domestic radio wire service, Mr. Harrison added, now links stations in 45 of the 48 of the United States directly to the transcontinental radio circuit.

Stations added since the first of the year as clients of UP are:

KFAR KLCN KWKW WTMC WCOA WJHP WDLP WLAK KTFI KSEI KID WJBC WHIP KVAK KVGB WSON WHOP WPAD WJLB WGAN WHDH WBRK WFOR KFVS WKRO KGKY WTTN WPAT WLIB WMFF WHIT WEGO KILO WADC WIZE WGAR KCRC KWRC WMBS WJPA KQV KLO WSYB WPID WHIS KFDN.

HEARST RADIO, New York, has moved from 20 East 57th St. to 235 East 45th St. Telephone is Murray Hill 2-3636.

Congressional Discord on Dr. Watson Emphasized in Appropriations Debate

DEBATE in Congress on the status of Dr. Goodwin Watson, chief analyst of the Foreign Broadcast Monitoring Service, was strongly revived last Monday during final consideration of the Independent Offices Appropriation Bill, which includes the 1943 appropriation for the FCC.

Last Monday's House debate, which followed a joint committee report on the bill, brought out that House members of the committee were not in full accord in the vote to adhere to the Senate's agreement that Dr. Watson's status remain unchanged.

Wigglesworth Opposes

Rep. Wigglesworth (R-Mass.) revealed that he had not signed the committee report because "no evidence has been put forward warranting the yielding by the House conferees." He declared that evidence offered by Rep. Starnes (D-Ala.), who originally proposed that Dr. Watson's salary be withheld because of alleged communistic leanings, "indicates clearly that Dr. Watson is not fit for his present position, first by reason of previous subversive affiliations; second by reason of documented public statements indicating his lack of sympathy with our form of government, and his belief in totalitarian principles."

Rep. Wigglesworth then declared that evidence of Rep. Starnes against Dr. Watson had been in the hands of the FCC some time before the House committee originally considered the amendment but that neither FCC Chairman James Lawrence Fly nor the FBMS analyst had appeared before the committee. He added that they did appear before the Senate Committee but their testimony "was so unconvincing" that the Starnes amendment was included in the report "in exactly the form in which the House had adopted it." "It was only when the bill reached the floor," he said, "that the amendment was stricken from the measure."

Testimony against Dr. Watson was then offered by Rep. Case (R-S. D.) and Rep. Starnes, originator of the Watson amendment, who called Dr. Watson's appointment a trend "toward the appointment of too many, all too many, men and women in the huge enmeshing bureaucracy that now almost throttles the administrative force of this Government who are not in sympathy with our system of Government, our system of society, and with our traditional way of life." Further, he said that "Dr. Watson is a symbol of these forces."

Viewpoint Criticism

He went on to review his testimony given before the original House hearings on the Watson amendment in which he appraised Dr. Watson's philosophy and political viewpoint and declared that "he has been one of those responsible for the promulgation of the program of New America, an organization dedicated to the purpose of the destruction of the capitalistic system and the substitution of a planned economy affecting the life of every citizen of this republic."

Rep. Voorhis (D-Cal.) arose to defend Dr. Watson citing a letter from Dean Russell of Columbia U had which established that the FBMS analyst while a member of the Columbia faculty had aided in suppressing communistic moves affecting the university. He also said a conversation with Dr. Watson had convinced him an "evolution" of mind had taken place since the time of Dr. Watson's "earlier writings."

The conference report on Dr. Watson was also upheld by Rep. Vorys (R-Ohio) who said that "we cannot very well arrange to give a man a fair trial on the floor of this house when we attempt to invade the judicial function."

The conference report was accepted by the House and will now go to the Senate where no difficulty in its passage is expected in view of that body's original vote to strike out the House provision to withhold Dr. Watson's salary.

They All Listen

ENTIRE population of a Pennsylvania town listens to *Say It With Music* on WJZ, New York, every night, according to a letter received by the station. The fan mail for WJZ's all-night, all-music show, came from Bill's Place, Pa., a town of five inhabitants, one of the smallest postoffices in the U. S. by population.

Canada Labor Rules

CANADIAN broadcasting stations are not exempt from the new labor rationing regulations which were announced at Ottawa and became effective June 17. The rules require employers to ask for permits in the hiring of new employes, require notification of dismissals or quitting of employes, and cover practically every field of labor including employment by the Dominion, but not by provincial governments, agriculture, hunting and fishing, domestic service in private homes and part-time subsidiary employment. Employes can still change jobs, but must obtain a permit.

Christian Science Series

CHRISTIAN SCIENCE Churches, New York, has contracted with WQXR, New York, to broadcast two services and one lecture originating from different metropolitan churches each month, starting in July. Account was placed by Christian Science Radio Committee of Greater New York.

Attack in Force!

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With 50,000 watts on a clear channel — backed up by a heavy schedule of NBC, TQN and local programs — WOAI reaches and holds your objective throughout Central and South Texas . . . . an amazingly rich market in which a large and responsive audience has the money with which to buy the things you want to sell.

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AFFILIATE NBC
MEMBER TQN

WOAI
San Antonio

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Men & Materials

RADIO, we hear from all sides, is doing a wonderful war job. But radio folk are wondering how long they will be able to continue—not because of the wherewithal, but because of the manpower situation and the equipment outlook.

Every day adds another long list of radio men, engineers, executives, announcers, writers and even apprentices, who have gone to work for Uncle Sam. Each day so much more vacuum tube life is burned out. Without rather prompt steps, some stations may find themselves without sufficient manpower or replacement materials to maintain regular operation. It's as serious as that!

The Board of War Communications (formerly the DCB), the FCC and the industry trade groups are fully aware of this condition. FCC-BWC Chairman James Lawrence Fly took cognizance of it in an official pronouncement dealing with manpower. He has previously expressed himself on the equipment situation, where the prospects are for some sort of pooling arrangement on a voluntary industry basis, with supplies to be replenished through WPB by allocations of materials.

"We feel broadcasting is very essential in terms of mass communication, information and in sustaining morale," Mr. Fly asserted. "This can hardly be overemphasized."

There now is in progress the evaluation of manpower in essential industries. This is being done by the War Manpower Commission, headed by Social Security Administrator Paul V. McNutt. It has a direct relation to, but is not joined with Selective Service. "In the evaluation of different activities," said Mr. Fly, "broadcasting should stand high on the list."

In making these observations at this time, Mr. Fly does a service for radio. Every station worker should think twice before moving to other fields which he may regard as more closely identified with the war effort. Radio is an arm of the military operation. It is the link between the Government and the people.

In total war, all turrets must be manned, whether they be at the front, in the factory, in Government headquarters or in other lines imbued with the war interest. To strip radio of necessary expert personnel would be to threaten the continued operation of what has been described as the "Fourth Arm of Defense."

The fact is, radio has not yet been classified officially and technically as an "essential" or "vital" operation. But nobody questions that it is just that. Until it is done, high-spirited young men in radio will be satisfied with nothing short of the front line.

Steps are being taken to this end. Industry and Government are at work on it. But rock bottom is close at hand on both men and materials. We hope action comes swiftly.

The Revised Code

WHEN IN DOUBT, ask the censor first.

That's still a safe rule when it comes to interpretation and application of the Code of Wartime Practices for American Broadcasters. The first revised edition since the original Code was promulgated five months ago is designed to clarify and amplify the specific points on which all broadcast management is expected to cooperate voluntarily. In its new outline format and with its additional language, it is indeed simpler to read and clearer to understand.

The strict inhibitions upon foreign language broadcasts will be inconvenient, but should be accepted in good grace. Everyone has long recognized that this segment of broadcasting is fraught with dynamite. Better, then, to be inconvenienced than to suffer even one inadvertent slipup which may throw all foreign language broadcasting off the air.

The commentators may be puzzled, as the newspaper and radio men at his press conference frankly told Byron Price they were, over the restriction on "premature disclosure of diplomatic negotiations or conversations" which at first blush would seem to ban fair comment and speculation. But the censors made it clear they intend to be reasonable, and were concerned only with avoiding radio and press reports of information that might be useful to the enemy. Common sense can be the hallmark—and there's always the 24-hour Office of Censorship watch that can be consulted.

There always will arise questions as to "release by appropriate authority" of news under the various listed categories. Is a Congressman always an "appropriate authority"? Or a bureau chief? Or even Mrs. Roosevelt? as one correspondent had the temerity to ask. Radio, like the press, has had occasion to know what subordinate officials and high ones working at cross purposes can do to its operations under the stress of emergency news breaks.

But all these questions bulk small against the over-all desirability of voluntary rather than compulsory codes. So far they have worked amazingly well, as Mr. Price and nearly every news gatherer who has had experience with his office will testify. For it should be remembered that the code as a whole consists of "suggestions" rather than legal regulations—but it should also be remembered that the Espionage Act can be invoked instantly if there are any flagrant violations.

So far there have been none, as the record shows, and the broadcasters on their part should continue to lean over backward to avoid any semblance of disseminating information which will be of value to the enemy and inimical to the war effort. That they realize this, is manifest from their record of the last five months at the Office of Censorship.

The RADIO BOOK SHELF

BOGUS CLAIMS of large American shortwave audiences by Axis broadcasters are minimized in the new book, *Propaganda by Shortwave*, edited by Harwood L. Childs and John B. Whitton [Princeton University Press $3.75]. Although Mr. Childs believes that little Axis headway is being made with shortwave programs beamed to the U. S., he suggests that the existence of the medium represents a challenge of the American radio. He feels American radio must convince the American people that facts will come from American mikes whereas Axis news is seldom reliable and often distorted. Based on studies carried on by the Princeton Listening Center, it has been concluded that the constant American audience is small. However, some of the Center's studies show that one-third of the people in certain sections of the country have listened at least once in their lifetime to a shortwave program. In the opinion of Mr. Childs, author of the chapter on America's shortwave audience, many American listeners are first attracted by curiosity, which is soon whetted.

ANYONE who has been involved in the development of the broadcasting industry will derive a lot of nostalgic chuckles from *Sound & Fury* by Francis Chase Jr. [Harper & Brothers, New York. $3], despite the author's irritating carelessness in checking details that permits a reference to WJZ, Detroit, instead of WWJ, for example. Strictly informal, the volume pays more attention to such colorful personalties as Dr. Brinkley, Huey Long and W. K. Henderson, who found radio a profitable means to their ends, than to David Sarnoff, William Paley and the others who have actually shaped the course of American broadcasting.

EDUCATION provided by colleges and universities through radio forms the theme of *Radiobroadcasting & Higher Education* by C. J. Friedrich [Price $1]. Individual colleges and universities and educational groups are considered and evaluated; universities on the air are dealt with at length and the power of the medium in reaching the masses are all considered.

HANDY SOURCE of information on copyright regulation is contained in *The Copyright Law*, by Herbert A. Howell [Bureau of National Affairs Inc., $5]. Written in a direct style circumventing wherever possible the legal rhetoric it can be extremely useful to authors, composers, businessmen and lawyers alike.

We Pay Our Respects To —

MILTON STOVER EISENHOWER

LAST JANUARY things were popping in Washington. But they weren't popping quite right in the war information line because several agencies were trying to do approximately the same thing at about the same time.

Harold D. Smith, the President's budget director and organization expert, called in Milton Eisenhower, at 42 a veteran Government official and possessor of the prosaic title "Land Use Coordinator", a sort of Governmental euphemism for administrative trouble-shooter and hard-nut cracker for the Secretary of Agriculture. Milt's forte was Government information before he acquired his reputation as a red-tape cutter extraordinary, and Budgeteer Smith knew it.

Handed to Mr. Eisenhower, who also happens to be the "kid brother" of Maj. Gen. Dwight D. Eisenhower, named last Thursday as commanding general of the United States forces in the European theatre, a job equivalent to that of Gen. Pershing in World War I, was the task of formulating a plan for Government information in wartime. A few weeks later, he came up with a blue-print for correlation of the functions of the several agencies which had mushroomed in the field since the war's outbreak. It proposed a single head, but he had no idea he would be called back to help execute the very project he had outlined for creation of an Office of War Information.

Today (and since June 17) Milton Stover Eisenhower has been deputy director of OWI, and its administrative chief. The day Elmer Davis took office as OWI director, forsaking the CBS microphone, President Roosevelt announced the Eisenhower appointment as No. 2 man, at Mr. Davis' request. Mr. Davis said he had no mind for administration. He knew that Mr. Eisenhower not only was familiar with that, but with Government practices and with all modes of news handling.

Before this took place, and immediately after submitting his OWI plan, Trouble-Shooter Eisenhower was given another assignment falling in the category of administrative miracle - passing. Last March he was named director of the War Relocation Authority—handling the evacuation of Japanese from the Pacific Coast to the hinterland. He handled the job, until drafted for OWI, without a single mishap. There were civil liberties to be protected and the Japs had to be moved inland without offending sensibilities. It took hard-boiled action with a diplomat's finesse—the "know how".

Radio can't claim Milt as one of its boys, because he has always been on the Government side of the fence. Milt can claim radio, for he is one of the Government pioneers in its use. Moreover, he is the exception among a whole covey of network vice-presidents and ex-vice-presidents who started in radio via agriculture back in the blooping 20's. They included such names as Frank E. Mullen, NBC vice-president and general manager, who started the *National Farm & Home Hour* in 1926; Frank M. Russell, NBC vice-president; Lt. Com. Harry C. Butcher, CBS vice-president, now on active Navy duty; and Sam Pickard, former radio commissioner, later CBS vice-president, and still a station operator. Lt. Comdr. Butcher has been selected as personal aide to Gen. Eisenhower, and will be in Europe for the duration.

Agriculture was the first Government department to use radio in its "extension" work. Milt was there, first as assistant to Secretary Jardine, and then as director of information—the post he held until his genius for organization, negotiation and untangling admin-

(*Continued on page 36*)

Personal NOTES

NED COSTELLO, formerly with O'Mara & Ormsbee, New York, publishers' representatives, has joined the local and spot sales staff of NBC, succeeding Walter Scott, transferred to the network's sales staff. Prior to joining O'Mara & Ormsbee, Costello served with Katz Special Agency, New York, station, newspaper and farm periodical representative.

ALBERT V. DAVIS, formerly of John W. Cullen Co., publisher's representative, and prior to that in the research and copy department of H. W. Kastor & Sons Adv. Co., Chicago, and salesman of KTOK, Oklahoma City, and WING, Dayton, has joined the Chicago sales staff of Joseph Hershey McGillvra, representatives.

LT. PAUL M. SEGAL, Washington radio attorney now on active duty in the Navy, has been promoted to lieutenant commander. He recently transferred from the Judge Advocate General's office to the office of the Director of Naval Communications.

ROBERT McKINLEY, account executive of WFDF, Flint, Mich., has been named sales manager.

EDWARD J. BERRY, account executive of WTRY, Troy, N. Y., since the station's inception, has resigned to join the armed forces.

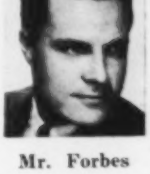
WALT DENNIS, sales promotion manager of KVOO, Tulsa, is now vice-chairman of publicity of the Oklahoma rubber scrap campaign committee.

HOWARD LANE, general manager of KFBK, Sacramento, has been re-elected a member of the board of directors of the Sacramento Advertising and Sales Club.

JOHN LEE ASHBY, son of A. L. Ashby, NBC vice-president and general counsel, and Marian Nolen of East Lansing, Mich., were married June 20 in Olivet, Mich., by the groom's grandfather, the Reverend John H. Ashby, retired Congregational minister. The couple will settle in Kalamazoo where Mr. Ashby will teach English at Western Michigan College of Education.

Gammons Assumes Post; Forbes His Successor

APPOINTMENT of William E. Forbes as general manager of WCCO, Minneapolis, becomes effective coincident with assumption July 1 by Earl Gammons of his post as director of the CBS Washington office. Mr. Forbes, for the last four years has been assistant to Donald W. Thornburgh, CBS west coast vice-president. Mr. Gammons was recently appointed to direct CBS operations in Washington [BROADCASTING, June 15].



Mr. Forbes

Mr. Forbes has been with CBS for five years. He joined the network in 1937 as an account executive, assuming the post of sales service head and assistant to Mr. Thornburgh in 1938. He was formerly with the Don Lee Broadcasting System, Los Angeles, having left the advertising agency field in 1933 to join radio.

J. MELVILLE MAY, formerly of WRAW, Reading, and WCBA, Allentown, Pa., has joined WBAX, Wilkes Barre, as commercial manager.

LYNN MEYER, formerly on the sales staff of WLOL, Minneapolis-St. Paul, has been named promotion and merchandising manager, succeeding Doug Durkin, now with the British Purchasing Commission, Washington.

STEPHEN FULD, of the CBS station relations department, will report to the Coast Guard as ensign in the near future.

ROBERT J. McANDREWS, NBC Western division sales promotion manager, has enlisted in the Army Air Force as second lieutenant and is stationed at the Santa Ana (Cal.) replacement training center.

ROLLIE WILLIAMS, account executive of KMOX, St. Louis, is the father of a girl, Cathy Lou.

VIRGIL E. REAMES, sales staff member of KLZ, Denver, who was recently called to active duty with the field artillery at Camp Cooke, Cal., has been promoted to rank of major in the Corps Area Service Command.

HAL RORKE, assistant publicity director of CBS, has been named a captain in the Army Air Force, and will leave the network on July 2. No successor has been named as yet.

R. J. BIDWELL, who formerly represented various station lists, has been appointed San Francisco manager of the Howard H. Wilson Co., and Homer Griffith Co., station representatives, and is headquartered at 681 Market St.

LT. J. KENNETH JONES, USN, former continuity and production man at WHAS, Louisville, and afterward director of information of the U. S. Office of Education, has been ordered from Washington to the Chicago district for special training and eventual sea duty. He has been on active duty in the Navy Public Relations Branch since Dec. 3.

REGINALD CLOUGH, managing editor of *Tide Magazine* since last January, and an associate editor prior to that since 1936, has been appointed editor, effective July 1. Mr. Clough succeeds Ellen Hess, who has resigned to become director of the Washington bureau of *McCall's Magazine*.

LOUIS A. ZANGARO, formerly in the telegraph division of the NBC traffic department, has been appointed national supervisor of the communications division of that department, as announced by H. A. Woodman, traffic chief. He replaces Willard Delano Whitfield, on military leave in the radio communications branch of the Coast Guard.

TOM DAWSON, formerly sales manager of WCCO, Minneapolis, has been commissioned a lieutenant (j.g.) in the Navy and is in training at Quonset, R. I.

CBS Names Buckalew

EDWIN BUCKALEW, formerly merchandising and sales service manager of KNX, Los Angeles, has been appointed to the CBS station relations department, for which he will open headquarters before July 1 in the network's San Francisco offices. Move, which gives CBS its first station relations office outside of New York City, is designed to provide a closer contact with affiliate stations on the Pacific Coast than is possible from New York, it was stated. Creation of a station relations branch in Chicago to serve the middle west CBS outlets is under consideration by network executives, it was learned, but no decision has been made.

XUM

WCAO

in Baltimore

CONSISTENTLY REACHES & INFLUENCES

the cream of your sales potentials

•

600 KC

CBS BASIC

Paul H. Raymer Co.
Nat'l Sales Representatives

Eisenhower

(*Continued from page 35*)

istrative snarls landed him into the land use coordinator's niche. He never lost his interest in radio, no matter how far afield his official duties seemed to carry him from the microphone. He always recognized its educational and public affairs reporting propensities.

In those earlier days Sam Pickard was the first chief of the Department's radio service; Russell was assistant to Secretary Jardine; Butcher was information man for the National Fertilizer Assn., and Mullen, then farm director of NBC, was developing the *Farm & Home Hour* for the new network (1927-28). Milt kept close tab on radio development when he moved into the directorship of information in 1928, and the department became by all odds the most extensive user of broadcast facilities in the Government.

In every post he has used radio to tell the Government's story, appearing himself or arranging series in which other Government speakers told their stories. When he turned the directorship of information over to Morse Salisbury, in whose capable hands it now reposes, he maintained close contact with radio.

Milt started out to be a newspaperman, but diverted to Government and has been there since. He was born in Abilene, Kan., Sept. 15, 1899, the son of David Jacob Eisenhower, an engineer with Kansas Power & Light Co. He received his B.S. at Kansas State in 1924, took the foreign service examination, and was American vice-consul in Edinburgh, Scotland, in 1924-26. There he made a study of the British press and became a part-time student at Edinburgh U. He planned advanced study in journalism upon his return to the States but was never able to undertake it because of the press of official duties in this country.

While attending school, Milt served on the home-town paper, the *Abilene Daily Reflector*. He was its city editor in 1918 and in 1920-21. In 1924 he was, at 25, assistant professor of journalism at Kansas State. Then came his foreign service. Returning to this country in 1926 he became assistant to Secretary Jardine, and began his official career. If you're interested in dates, he served as DOA director of information from 1928-40; land use coordinator 1937-1942; member of National Water Resources Commission and National Land Commission since 1938.

Milt is the youngest of six brothers. His eldest brother, Maj. Gen. Dwight D. Eisenhower, was chief of the War Plans Division of the Army General Staff, and regarded as one of the most capable strategists in the Army. In a year he has come up from a lieutenant colonelcy. Another brother is executive vice-president of a Kansas City bank; another a lawyer on the Pacific Coast; one an engineer in Pennsylvania, and another, who stayed home, the leading druggist of Junction City, Kan.

A writer and a student, Mr. Eisenhower is an expert on public opinion formation the world over—knowledge that will prove invaluable in his executive work at OWI. He has contributed to many leading national magazines. His fraternities are Phi Kappa Phi, Sigma Alpha Epsilon and Sigma Delta Chi.

Mrs. Eisenhower is the former Helen Elsie Eakin, of Kansas. They were married in 1927. Milton Stover Jr. is 11, Ruth Eakin 4. The Eisenhowers have four acres at suburban Falls Church, Va., where Milt indulges in his main hobby—gardening. His colleagues, neighbors and friends insist he attempts practical application of scientific farming acquired during his long experience at DOA, and sets a bad example for office-weary husbands.

BEHIND the MIKE

HAL GIBNEY, NBC Hollywood announcer, has enlisted in the Army Air Force and in mid-July reports to the Santa Ana (Cal.) replacement training center.

JEAN PAUL KING, formerly NBC New York announcer and more recently on the staff of a Seattle station, is completing a course in recruiting at the Naval Training Station, San Diego.

CHARLES GARLAND, Hollywood columnist and radio commentator, has been inducted into the Army.

DICK JOY, CBS Hollywood announcer, will portray a reporter in the Warner Brothers' picture, "Gentlemen Jim Corbett".

FRANKLIN BINGHAM, Hollywood announcer, has been signed in that capacity, starting July 1 on the weekly half hour NBC program *Those We Love*, sponsored by Bristol-Myers Co., summer replacement for *Time to Smile*.

MAX HUTTO, NBC Hollywood producer, and Don Smith of program traffic have joined the Army Air Force. Jack Lyman, night manager, has taken over Hutto's former post. George Volger of program traffic has been elevated to night manager with Grace Guarnera assuming his former duties.

LAMBERT KOHR, newly-appointed director of special sound effects for the production department of KMOX, St. Louis, has been inducted in the Army. Hoyt Andres, of the announcing staff, is the father of a baby boy, Charles Hoyt.

ACTING LT. COM. W. E. S. BRIGGS, former Canadian Broadcasting Corp. announcer, has been mentioned in dispatches for the third time for "excellent and invaluable service at sea". In the recent King's Birthday Honours he was awarded the Distinguished Service Cross for his rescue of the torpedoed tanker *Tachee*.

GLADYS BOWDEN, recent graduate of the Missouri U school of journalism, has joined the news and continuity department of KXOK, St. Louis. She will handle all public service programs in addition to news chores.

JACK STARR, sports editor of KXOK, St. Louis, has been assigned by the speakers bureau of the Office of Civilian Defense, to handle all radio assignments on KXOK.

BARBARA WEST has joined KVOO, Tulsa, in the continuity department.

ROGER GOODRICH, announcer of WGY, Schenectady, recently married Doris Westcott in Syracuse and within the hour was notified to report to his draft board for service.

ARNOLD WILKES, announcer of WGY, Schenectady, was recently felled by the sun while on vacation in Utah and is recuperating in Salt Lake City.

ED BARRY, formerly of WMFF, Plattsburg, N. Y., has joined WGEO and WGEA, GE Schenectady shortwave outlets. He will edit news for foreign language programs and will announce English language news for European, South American and Australian broadcasts.

DICK VAIL, formerly announcer-salesman of KFRE, Fresno, Cal., and now in the Army Air Corps, is stationed at Shepherd Field, Tex.

BEN BYERS, formerly of NBC Hollywood publicity staff and in RAF training at Lancaster, Cal., for the past several months, is now in Ottawa for active assignment.

CECIL WALKER, service director of WTRY, Troy, N. Y., has been commissioned an ensign in the Naval Reserve.

HAL MILLER, formerly of WNAC, Boston, has joined the announcing staff of WTAG, Worcester, Mass.

GERRY ERWIN, production manager and musical director of KTKC, Visalia, Cal., is to succeed Charles Foll as program director of the station. Foll is awaiting a call to the Air Force.

DUDLEY J. CONNOLLY, program director of WWRL, New York, on June 22 became the father of a baby boy. Mrs. Connolly was formerly with the CBS lecture bureau and MCA.

WDOD

CHATTANOOGA, TENNESSEE

5,000 WATTS NIGHT and DAY

CBS

REPRESENTATIVE: PAUL H. RAYMER CO.

ALBERT R. PERKINS, former assistant director of the CBS script division, has been named director of the division, replacing William Spier, recently appointed a unit producer for the network under its new program production plan [BROADCASTING, June 22].

J. ALAN REINHART, Clarence P. Dooley and Harold Le Roy Maus, male members of "The Novelty Aces" quintet of WBBM, Chicago, on June 19 were sworn into the Navy in Chicago on *Hi Sailor*, quarter-hour thrice weekly Navy recruiting program of Stephano Bros., Philadelphia.

JOHN MACVANE, NBC correspondent in London, is the father of a boy.

RUTH C. LEAFER, formerly of the program department of WJHL, Johnson City, Tenn., and at one time reporter of the *News & Observer*, Raleigh, N. C., has joined WPAT, Paterson, N. J., as assistant to Program Director Henry L. Miller. She is the wife of Woodrow S. Leafer, of the WPAT announcing staff.

WILLIAM H. BOHACK, formerly announcer of WAAT, Jersey City, and of WHBI, Newark, has joined the announcing staff of WPAT, Paterson, N. J.

JEAN HOLLOWAY, of the CBS script department, who writes the Kate Smith shows, was married June 6 to Fred L. Benson, musicians' rank, Navy, now stationed at the Great Lakes Naval Training Station, Ill., morale division. Mrs. Benson will continue living in New York for the duration, and continues her assignments for Kate Smith and CBS.

MARIGRACE STEWART, formerly of the publicity department of Sherman & Marquette, Chicago, has joined the program department of WHIP, Chicago-Hammond.

BOB WALDROP, former BLUE announcer in public relations at Camp Lee, Va., is now official announcer for *This Is Your Army* show currently touring the country.

VIC JETERSEN, formerly sales manager of the Kridel Hotels, New York, and for many years identified with travel and hotel fields, has been named assistant manager of the NBC guest relations division. Petersen will handle tours and promotion, with Paul Rittenhouse continuing as assistant manager in charge of operations in that division.

KELLY WOOLPERT, KHJ, Hollywood, news editor, has resigned for active duty with the Navy. Al Lougherie takes over his station duties.

ROY PORTER, AP correspondent recently returned from Europe, has joined BLUE as commentator, and is heard in a weekly series of news analysis, Sunday, 3-3:15 p.m. Porter is the author of *Uncensored France*, published in May by Dial Press, New York.

BOB McCOY, vocalist of KOIN, Portland, Ore., recently married Dora Dahl, of the station's business office.

WWNY Staff Changes

WWNY, Watertown, N. Y., has undergone several changes in its announcing personnel: Bill Burns has joined WSYR, Syracuse, as an announcer, and Don Mathers has gone to WTRY, Troy. Replacing them are Fred Shavor former actor of WGY, Schenectady, and George Inglehart, Cornell U student.

Arthur Pryor

ARTHUR PRYOR, 71, bandmaster and composer, formerly with John Philip Sousa, died June 18 at his home in West Long Branch, N. J., as the result of a stroke. Surviving him are his widow and two sons, one of whom is Arthur Pryor, Jr., vice-president and radio director of BBDO, New York. The other is Roger, orchestra leader and movie actor.

RUTH CHILTON, director of feminine features of WSYR, Syracuse, has been named chairman of the newly formed women's activities section for the NAB second district, comprising New York state.

DICK CHARLES, song writer, has joined the BLUE production department. Charles is the composer of "Mad About Him Blues," recently recorded by Dinah Shore, songstress.

FRED BEELBY, program director of WAIT, Chicago, and formerly copy writer of MacDonald-Potter, Chicago, on July 1 will be inducted in the Army at Prescott, Ariz.

GORDON PHILLIPS, KHJ, Hollywood, junior announcer, and Helen McKenzie of San Bernardino, Cal., were married June 13.

FRANK BROWNE, formerly of WROL, Knoxville, Tenn., has joined the announcing staff of WMAZ, Macon, Ga., replacing W. L. Shannon, who has returned to WGAA, Cedartown, Ga. Gordon Price, high school student, has joined the WMAZ announcing staff for the summer months.

ABNER GEORGE, former announcer at WNAX, Yankton, S. D., was recently selected as a candidate for officers' training school at Ft. Warren, Cheyenne, Wyo.

DUNCAN PIRNIE, formerly associated with Harvard's Crimson Network, has joined WQXR, New York, as announcer.

JIM CRUSINBERY, formerly sports editor of WBBM, Chicago, has been appointed news editor, succeeding Arch Farmer, who with Bill Costello, farm editor, has joined the staff of the *Chicago Sun* Air Edition, directed by Clifton Utley on WHIP, Chicago-Hammond.

GEORGE CASE, formerly program director of WCFL, Chicago, has rejoined WING, Dayton, as program director a position he held with that station in 1939.

DOROTHY SHERMAN has resigned from the program department of WOR, New York, to join her husband in New Orleans.

LARRY ALEXANDER, formerly of WMMN, WJLS and WDNC, has joined the announcing staff of KDKA, Pittsburgh.

EARL KASTNER and William Dunnegan have joined the announcing staff of WDNC, Durham, N. C.

JOHN ALEXANDER, formerly of KHQ-KGA, Seattle, has joined KSL, Salt Lake City.

Leave KYW for Service

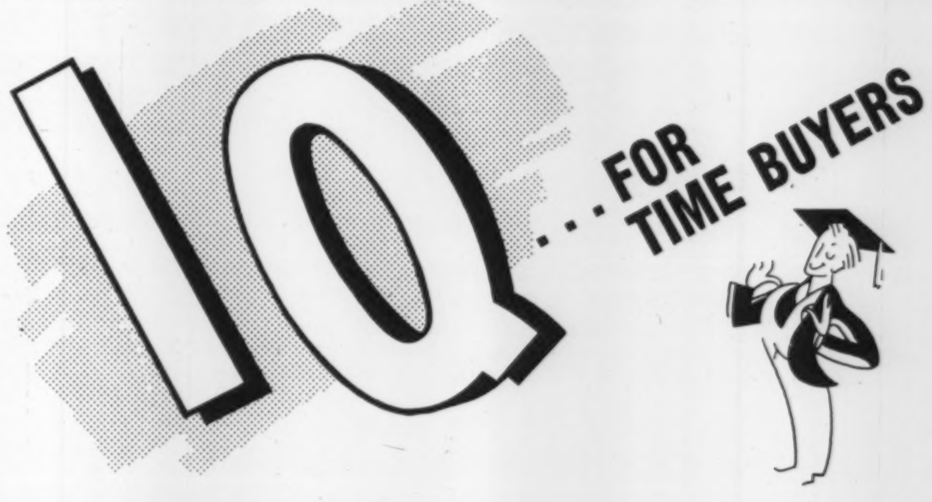
CALL TO COLORS has made further inroads in the staff of KYW, Philadelphia, last week. Jay Faraghan, of the announcing staff, enters the Air Force, and is succeeded by Robert Benson, formerly of WDAS, Philadelphia. Franklin Evans, formerly of WDNC, Durham, N. C., joins the announcing staff, replacing James McCann who is to enter the armed forces. Marshall Soura, formerly of WDAS, Philadelphia, has been added to the engineering staff. Frank Davis, of headquarters auditor's office, has enlisted for aviation cadet training.

LES WEINROTT, freelance producer of New York, is in Chicago as production advisor for CBS' *The First Line*, Navy program sponsored by Wm. Wrigley Jr. Co., Chicago.

CHESTER CLARK, former announcer of WCAE, Pittsburgh, has been promoted to master sergeant in the Air Force.

HARRY BECKER has been named program director of KGGM, Albuquerque. Ken Duke, formerly of KFYO, Lubbock, Tex., and KBST, Big Spring, Tex., has joined the announcing staff of KGGM.

WHAT DO YOU KNOW ABOUT THE TIP END O' TEXAS?



Q. What market is equivalent of Texas' fourth city? (Clue: it embraces 40 towns, cities and communities within a 50-mile radius)

Ans. Lower Rio Grande Valley.

Q. Why is Lower Rio Grande Valley comparable to the Valley of the Nile?

Ans. It has the richest soil in the United States—bountiful crops are harvested every month.

Q. For what else is Lower Rio Grande Valley famous?

Ans. For its year 'round climate, for its gigantic canning industry, for the sweetest grapefruit on earth, for its abundance of oil and, last but not least, for its participation in War activities.

Q. What is the only single advertising medium that completely covers the rich Lower Rio Grande Valley?

Ans. **KRGV**

at Weslaco, Texas—It's the only network outlet that can be heard in the Valley at all times.

The Taylor-Howe-Snowden Group

KGNC
KFYO
KTSA
KRGV

CENTRAL SALES OFFICE
805-6 Tower Petroleum Bldg., Dallas
Ken L. Sibson, Gen. Sales Mgr.

RATNER QUITS L&T FOR FEDERAL POST

VICTOR RATNER, former director of sales promotion of CBS and afterward with Lord & Thomas in New York, has announced his resignation to become special assistant to Robert E. Sessions, director, Consumer Division, Office of Price Administration.

Two months ago Mr. Ratner took a leave of absence from Lord & Thomas to engage in special work for the OPA Consumer Division. His resignation followed his decision to accept the permanent post offered him by OPA.

Prior to joining Lord & Thomas last year, Mr. Ratner for the preceding 11 years had been with the CBS promotion department. In 1935 he became promotion director succeeding Paul Kesten, now vice-president and general manager. His unique promotions won him recognition throughout the advertising field, along with numerous awards.

Council Names Bayles

S. HEAGEN BAYLES, vice-president and assistant radio director of Ruthrauff & Ryan, New York, has been appointed chairman of the Radio Advisory Committee of the Advertising Council. Former chairman was Frederic W. Wile, Jr., business manager of the radio department of Young & Rubicam, New York, now with the War Manpower Commission in Washington.

Agencies

MAURICE HOLLAND, Hollywood producer of J. Walter Thompson Co., on June 18 took over production of the War Dept. series, *Command Performance*, transcribed weekly for shortwaving to U. S. forces overseas. On appointment by Lieut. Col. Edwin M. Kirby, chief of the radio branch, Army Bureau of Public Relations, Holland relieves Vick Knight who is now in New York for agency conferences on a proposed sponsored network show. Knight produced 17 of the programs.

SHERMAN K. ELLIS, president of the agency bearing his name, has been appointed chairman of the advertising, publishing and graphic arts committee of United China Relief.

FRITZ BLOCKI, of the radio department of Benton & Bowles, New York, is on leave of absence from the agency to work as a producer on *Cheers from the Camps*, General Motors institutional show on CBS.

LAIRD SPARKS, formerly promotion manager of Associated Adv. Agency, Los Angeles, is now a lieutenant in Army anti-aircraft.

DANA H. JONES, head of Dana Jones Co., Los Angeles, has been elected president of the Occidental College Alumni Assn.

JAMES WOODMAN Jr., account executive of Roche, William & Cunnyngham, Chicago, has joined the Navy as a lieutenant (s.g.).

WILLIAM S. HARVEY, III, since 1935 on the staff of Aitkin-Kynett Co., Philadelphia, has been commissioned an ensign in the Navy and left for active service last week.

RALPH HART, radio director of Harry Feigenbaum Agency, Philadelphia is the father of a son, born June 20.

WEED AND COMPANY
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
★
RADIO STATION REPRESENTATIVES

Vick Knight Appointed Producer For Biow Co.

APPOINTMENT of Vick Knight, producer of the *Command Performance* shortwave series for the War Dept., as executive producer of radio shows for the Biow Co., has been announced by Milton Biow, head of the New York agency.

Mr. Knight

In his new position, Mr. Knight will have full direction of the NBC *Johnny Presents* and the CBS *Crime Doctor* and *Phillip Morris Playhouse*, all three for Phillip Morris cigarettes; Eversharp's *Take It Or Leave It*; and spot airings for Bulova and Tootsie Rolls. In addition he will be responsible for the creation of several new shows for new sponsors this fall to be handled by the Biow Co.

Mr. Knight first entered radio in 1935 producing a show for Chrysler Corp. Since then his assignments have included among others, *Texaco Town* and *Camel Caravan* with Eddie Cantor; Calumet's *We The People*; Kate Smith's *Bandwagon* for A&P; Rudy Vallee's *Sealtest Show*; and *Fred Allen*.

HAL F. CLARK, formerly of *Good Housekeeping* magazine, where he handled special merchandising in food markets, has joined Compton Adv., New York, where he will be associated with the Duz account, a Procter & Gamble Co. product. New member of Compton's merchandising department is George B. Brown, formerly of J. Walter Thompson Co., New York.

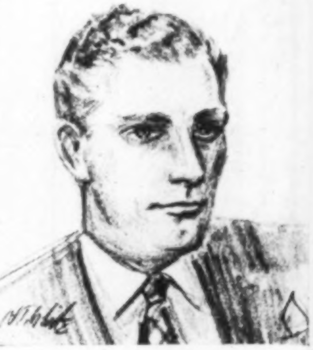
KIRKLAND ALEXANDER, producer-director of BBDO, New York, has been inducted into the Army. No successor has been named to handle his duties in connection with the CBS serial *Bright Horizon* which the agency handles with Young & Rubicam, New York, for Lever Bros. Co. Also leaving BBDO last week was George I. Bushfield, vice-president handling the E. R. Squibb and *Reader's Digest* accounts, who has joined the Navy. His duties will be taken over by Richard Blackwell of the agency.

ROBERT MEYER, formerly in charge of publicity of Compton Adv., New York, has resigned to join the public relations department of Fleetwings Inc., Sikorski plant at Bristol, Pa. His duties have been taken over by Isabel Olmstead, radio and publicity supervisor of the agency.

WILLIAM H. FETRIDGE, account executive of Roche, Williams & Cunnyngham, Chicago, has been commissioned a lieutenant, senior grade, in the Navy, and on July 1 will begin training at Harvard U in deck volunteer service.

WES STELLE, formerly with Stewart-Jordan Agency, Philadelphia, has taken a position as contact man with the McLean Organization, Philadelphia agency. He replaces George Miller, who joined the Taylor Fiber Co., Norristown, Pa.

Buyers of Time



ROLAND VAN NOSTRAND

AN ACID critic once complained that it was a shame youth had to be wasted on the young. Roland Van Nostrand, timebuyer of Joseph Katz Co., Baltimore, wasted little of his youth before deciding upon an advertising career and today is regarded a real "comer" by his employers. Born in Sag Harbor, N. Y., in 1910, his education progressed through Pierson High School there, where he starred in football and basketball.

Following graduation, he decided against college and successively became an athletic instructor, gas station operator and musician. His genuine ambition lay in advertising and soon was employed by Lord & Thomas where he began in the research department but after several months shifted to space and timebuying. There he remained for five years before coming to the Joseph Katz Co. As a bachelor he has ample time for his hobbies—golf, swimming and riding.

Don Law Named

DON LAW, in charge of the educational and children's record department of Columbia Recording Corp., New York, has taken on additional duties as head of all sales activity for chain store accounts. Law replaces William T. Meyers, who received a captain's commission in the Army Air Corps and is at Miami Beach.

DANIEL S. TUTHILL, vice-president of National Concert & Artists Corp., New York, has been elected a director of the Advertising Club of New York, to fill the unexpired term of Allan T. Preyer, executive vice-president of Vick Chemical Co., New York, recently elected vice-president.

250 WATTS • 1400 KILOCYCLES
NEWS Every Hour on the Hour
WHBQ MEMPHIS, TENN.
NEWS—MUSIC—SPORTS

Approval of FCC Given KYA Deal; WSNJ's Transfer

Stanford Group Buys KYA; Rep. Wene Gets WSNJ

SALE of KYA, San Francisco, by Hearst Radio Inc. was approved June 23 by the FCC which granted consent to the assignment of the station's license to Palo Alto Radio Corp. Purchase price, according to the FCC, is $50,000.

The Palo Alto company is the same organization that had previously filed an application for a 1,000-watt daytime regional on 1370 kc. in Palo Alto, the home of Stanfoird U. However, with the transfer of KYA approved, the new licensee has stated that additional studios will be set up in Palo Alto, identifying the station with both cities.

New KYA Owners

Principals in Palo Alto Radio Corp. are Wilfred Davis, former manager of the San Francisco Opera who was at one time associated with Sherman Clay & Co., large San Francisco music house, president and 20% stockholder; O. H. Blackman, president of the Blackman Co., New York agency, vice-president, 6%; Dr. Frederick E. Terman, Stanford U professor of engineering and former president of the Institute of Radio Engineers, vice-president, 2%; John M. Kaar, owner of Kaar Engineering Co., Memlo, Calif., secretary-treasurer, 4%. Other stockholders include three Stanford professors—Dr. Harry B. Reynolds, 12%; Dr. George E. Gamble, 10%; Dr. E. F. Roth, 10%.

KYA is on 1260. with 1,000 watts night and 5,000 day, and its manager is Harold H. Meyer, former manager of WSUN, St. Petersburg, Fla.

The sale of KYA further reduces the number of stations owned by Hearst Radio to four. At one time it held about a dozen stations, but several years ago began to gradually liquidate its radio holdings. The others still being held by Hearst, none of which are believed to be on the market at the present time, are WINS, New York; WBAL, Baltimore; WCAE, Pittsburgh; WINS, Milwaukee.

WSNJ Deal Approved

The FCC last Tuesday also authorized the transfer of control of Eastern States Broadcasting Corp., licensee of WSNJ, Bridgeton, N. J., to Rep. Elmer Wene (D-N. J.). Rep. Wene purchases the 51% interest in WSNJ held by Howard Frazier, a former consulting engineer who has since joined RCA Mfg. Co., Camden, as a government sales engineer, and the 10% held by W. Burley Frazier, a marine engineer. Total price, according to the FCC, is $3,047 for the 61% involved. The remaining 39% is owned by Horace L. Lohnes, Washington radio attorney, and is unaffected.

Rep. Wene, who owns one of the largest chick hatcheries in the country at Vineland, N. J., is also a director and minority stockholder in WTTM, Trenton, and WFPG, Atlantic City. WSNJ is on 1240 kc. with 250 watts.

Valedictory

GRADUATES of Chicago's 333 public elementary schools were addressed simultaneously via radio by Dr. William H. Johnson, superintendent, during commencement exercises on June 25. The 21,000 graduates heard the talk on each school's assembly hall loudspeakers amplifying the broadcast presented by the school radio council on WIND, Chicago-Gary.

Name Radio Officers

RADIO liaison officers have been added to the Public Relations Branch of the Royal Canadian Air Force and the Canadian Army, the first such officers to have been appointed. Pilot Officer Andy McDermott, formerly of the Montreal office of H. N. Stovin, radio station representative company, is radio liaison officer in the air force, and Capt. R. A. Diespecker, formerly with the prairie regional offices of the Canadian Broadcasting Corp., is the army radio liaison officer.

Columbia Pix to Radio

COLUMBIA PICTURES, New York, will use radio in connection with the opening of its pictures in various cities for the 1942-43 season on a similar scale to that used last year. Company has appropriated the largest advertising budget in its history for a coordinated program of promotion, in magazines, newspapers and radio. Agency is Weiss & Geller, New York.

AGENCY *Appointments*

EMPIRE CONSTRUCTION CO., San Francisco, to Brisacher, Davis & Staff, San Francisco.

RAILWAY EXPRESS AGENCY, New York (Air Express Division), to Erwin, Wasey & Co., New York. No radio at present.

FLAG PET FOOD Co., New York (dehydrated dog food), to Peck Adv. Agency, New York. No radio plans at present.

HARRY BLUM'S NATURAL BLOOM Inc., Passaic, N. J. (cigars), to Lester Harrison Associates, New York. Currently using 50 spot announcements weekly on WPAT, Paterson, and may add stations later.

C. WALKER JONES Co., Philadelphia (gloves), to Carter-Thomson Co., Philadelphia.

GOODMAN & TUTTLEMAN, Philadelphia (Romar shirts), to S. Solis Cantor Agency, Philadelphia.

MAJOR VITAMINS Inc., New York to Grey Adv. Agency, New York. Account executive: Arthur C. Fiatt.

ILLINOIS MEAT Co., Chicago, to Arthur Meyerhoff & Co., Chicago.

"--Come, my good man, what's that got to do with buying radio time?"

PLENTY, guv'nor.

—You mean that electrons might trip over that furrow?

—'Tain't that so much as what the ground here is made of. The reach of a station's signal depends pretty largely on its power and frequency, of course. But it also depends on the terrain and the conductivity of the soil.

—You mean that in level country, with soil that is a good conductor, a station can send its signal extra distances?

—That's right. In South Dakota, for instance, the signal of even a low-power station is apt to just go and go, like a tumbleweed in the Dust Bowl.

—I bow to you, sir, but what's that got to do with WGY?

—Just this: central and eastern New York and western New England ain't South Dakota. Our conductivity's not the worst in the world, but there's no getting around the fact that electrons have a pretty hard struggle up here. On top of this, the markets are scattered—over there in Albany you have the nation's 61st retail market, Utica is the 97th, Schenectady the 101st, Binghamton the 104th, Troy the 116th. Not a bad line-up. But it's only when you can reach out to all of those pretty-good markets and hug them into one big buying unit in spite of so-so conductivity and choppy terrain that you get a really outstanding market.

That's where WGY comes in. WGY is able to round up these scattered markets because its 50,000 watts of power is the area's greatest and its frequency is the area's lowest. WGY is this region's strongest listening habit because it has the longest record of service and is the sole outlet here for those popular NBC Red programs. For advertisers seeking broad selling markets, WGY is a *must* station.

WGY-71

WGY

The General Electric Station

Represented Nationally by NBC Spot Sales Offices

XUM

Budget Is Small -- But Oh, What a Show!

Cooperative Programs Offer Big-Time Radio for Local Advertisers

By NORMAN LIVINGSTON
Radio Director
Redfield-Johnstone, New York

SOME six years ago they had an idea at Redfield-Johnstone's New York office. Their brainchild was a formula by which local and regional advertisers could attract the audience in which they were interested with a big-time show, and all the trimmings. It was, of course, the cooperative program on a nationwide basis. Through the years the idea has grown up, along with the rest of the industry. Snags have been struck and lessons have been learned. But cooperative is still here and will be for a long time, in the opinion of the author. And he's watched it grow from a gleam in a sponsor's eye to a successful advertising medium.

EARLY in 1935, my associates and I, at the Redfield-Johnstone organization, decided that the national advertisers' radio problems had been solved; but, what of the local and regional advertisers? Exactly what were their problems? And had they been answered?

In a sincere effort to study this situation, in cooperation with MBS, we conducted a survey from coast-to-coast. Visiting key cities throughout the country, we spoke to manufacturers and retailers in 17 different lines of endeavor. The statements of these businessmen boiled down to this:

Both manufacturers and retailers said: "Radio is an excellent medium—we're sold on radio, but we're not using it."

The retailers said: "Radio does sell merchandise—it's proven itself over and over again, with the radio advertised merchandise we sell in our stores."

The manufacturer, with only local or regional distribution said: "The success of merchandise, manufactured and distributed and advertised nationally by competitors in our own business, has conclusively proven the value of radio advertising."

They all said: "As advertisers operating on a limited budget we must of necessity choose the type of advertising which gives us the most circulation per dollar expended. We'd like to use the radio but programs represent the circulation values of broadcasting, and as a local or regional advertiser operating on a limited budget, we find that we cannot hope to compete with the big network shows for a listening audience. Talent costs alone make this impossible.

"However, if you can give us a radio program as big, or bigger than that of the national advertiser—not just a lot of phonograph records—but a live show presenting top-name talent in person—at a good hour when most people listen—a guaranteeed time period that won't be taken away from us to make room for some new national network program just when we've established an audience — then we'll buy radio. We've wanted it for a long time but you can see why it's been impossible for us."

And so, there we were faced with the problem of producing and delivering an important live radio program that in some way could be exclusively sponsored by a local or regional advertiser in any given market or markets. After six months study we found the answer, and nationally syndicated live network radio programs were born.

Answer Was Simple

Strangely enough the answer was simple—for it was exactly that used for years by the national radio advertiser—who built a network show at great expense and amortized its cost against results in individual markets on his network, bringing his cost per city down to about the price of a good local show. So we, too, decided to create either in New York or Hollywood, a live network radio program at a talent cost ranging from $5,000 to $7,000 per broadcast, and feed it by direct wire, to affiliated stations of MBS from coast-to-coast, making it available for exclusive local sponsorship in any market or markets of Mutual. The local or regional advertiser could pay only his prorated share of the total talent cost, and since his pro-rated share was based on the actual potential of the market or markets involved, big name, in person network radio could fit immediately into the budget of the small town merchant or the big town manufacturer.

Our plan met with immediate success, both for ourselves and our participating sponsors. Let's take a look at the record. In 1935, as our first syndicated program, we produced *Morning Matinee*, heard Thursday morning from 9-9:45 a.m., and presented by the leading department stores in America. In 1936, by popular demand we repeated *Morning Matinee* and enjoyed a 90% renewal from our original advertisers. To this group we added additional furniture stores and grocery chains in an effort to diversify our sponsorship.

What Was Learned

During these two seasons we established several pertinent facts. First—that even, *Morning Matinee*, the most pretentious, live, daytime radio program ever presented in the commercial history of broadcasting—could *not* deliver to the advertiser, that vast army of career women—bookkeepers, stenographers, waitresses, sales women, etc.—who, in themselves, during staggered luncheon periods, represent an important part of the store traffic, of the retail merchant in any community.

Neither radio nor programming can be blamed for the inability to reach these women; obviously, their working and living habits control their listening habits, which means they can not be reached in the daytime hours.

Second—we found that although daytime radio could sell merchandise in general, it could *not* economically sell a major purchase. This, because a major expenditure, in the average family usually requires a family conference. Daytime radio, reaching only the woman in the house, and not the entire family circle, made radio's selling job too difficult to be economical.

We reasoned then, that a night time show, a program of such high calibre, as to compete unquestionably with other programs, on other networks reaching the entire family circle — housewife and husband, career man and career woman—at the same time, could produce the desired results and economically sell merchandise, large or small, for the radio advertisers, at the lowest possible cost-per-dollar expended.

An Evening Show

Therefore, in 1937, we presented our first evening show starring George Jessel and Norma Talmadge on Sunday evenings 6-6:30. For the 1938, 1939 and 1940 seasons, we produced *Show of the Week*, which was heard Sunday evenings 6:30-7:00.

For the 1941-42 season, we produced *The Radio Adventures of Bulldog Drummond*, which ran from April 6, 1941, through June

WHAM
LAKE ONTARIO
LAKE ERIE

THEY'RE WORKING IN WHAMland THIS SUMMER

In Rochester, employment is at an all-time high. Business is 3% above the national average. In production for Victory, Rochester is out in front—a world leader in six major products.
Here's a prosperous city, the heart of WHAM-land, every one of whose radio homes are easily reached by WHAM.
But WHAM's 50,000 watt, clear channel signal gives you a big bonus coverage. It gives you all of the Rochester trading area and 18 other trading centers in a wide 43 county area. It gives you vacation time coverage of the beaches, the streams and mountains where Rochester's workers and thousands of others will relax this summer.
WHAM is a better buy because WHAM gives you more.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . Full Time . . . Affiliated with the Red Network of the N.B.C. and The Blue Network, Inc.

"The Stromberg-Carlson Station"

22, 1941, and after a short summer hiatus returned in September to run through March 22, 1942. During both periods, the show was heard on Mutual, 6:30-7 p.m., but for its new series on Mutual, *Bulldog Drummond* was resumed May 25, Mondays, 8:30-9 p.m.

Our reasoning on nighttime broadcasting has been borne out—and we are proud to announce that these programs have been sponsored in more than 70 key cities and have been successfully used by leading bakers, brewers, coffee roasters, clothing merchants, dairies, drug chains, department stores, grocery stores, furniture stores, laundries and shoe manufacturers—plus such national advertisers as Chrysler Corp., Ford Dealer Groups and The Borden Co. The Pioneer Ice Cream division of the latter company was the first sponsor signed for the current series on WOR, Mutual key outlet in New York, and other advertisers are being lined up as local sponsors on other Mutual stations.

I mentioned our diversified list of accounts merely to prove that a radio program need not be of a particular type to sell any specific merchandise or service. A large audience eagerly listens to a really good radio program just as that same audience gladly pays admission to a good movie.

Bulldog Drummond is a really good program and has a large audience. The advertising man's word for audience is "circulation." *Bulldog Drummond* then merely bears out the oldest maxim in advertising—"Circulation will sell anything if the copy is right." And speaking of old maxims leads up to this new one—When you buy broadcasting remember—"The success of a radio program depends not alone on its listener appeal, but also on the ability and sincerity of its producer."

Nationally Successful

In the seven years since 1935 we've seen cooperative radio grow into a successful, national institution, which has done a selling job for radio—and a selling job for its sponsors. Cooperative radio is living proof, that radio advertising pays, which leads us to say:

There's no mystery about the successful use of broadcasting. If more radio advertisers, and potential radio advertisers, will use the same common-sense in buying broadcasting that they normally use in buying other media there will be fewer tombstones and more milestones in radio.

Root Beer Spots

DAD'S ROOT BEER Co., Chicago (root beer), has placed a total of 60 live and transcribed announcements weekly for 52 weeks on WGN, WIND, WCFL, WJJD and WAIT, Chicago, and 15 to 30 chainbreak announcements for 13 weeks on WEMP, Milwaukee; WMIN, St. Paul; KQV, Pittsburgh; WGR, Buffalo. Account is placed by Malcolm-Howard Agency, Chicago.

BRASS RAIL FOR GOOD OLD DAYS

Restaurant Reports 'Memories' Programs Bring In the Patrons

DESIGNED to evoke pleasant memories of the "good old days" in contrast to present realities, *Moment of Memory* at first listening might seem more like an invitation to dream than a call to action, but these daily broadcasts have proved effective in attracting patrons to the Brass Rail, restaurant located in the heart of New York's Times Square district, probably the most competitive restaurant spot in the world.

Broadcast seven nights a week on WMCA, New York, immediately following the *New York Times* news bulletins, which go on at 11 p.m., *Moments of Memory* are planned to fill the remainder of the quarter-hour, accounting for their unusual length of 8½ minutes. Each broadcast opens with the announcer requesting "A little soft music, professor" and identifying the program through the thematic background. Then the announcer starts the memories flowing with a talk like this one, which was used on a recent program.

Ties in the Past

"Peeking down the corridors of time, it seems that 1915 must have been an exciting year. A little war over in Europe was developing into a knock-down and drag-out affair . . . but we weren't in that one *yet* . . . so the most exciting things in 1915 on this side of the pond were sports events. Two things happened that year which never happened before . . . nor since. That fleet little filly . . . Regret . . . became the first . . . and so far the *only* . . . lady horse ever to win the Kentucky Derby. And, as much to their own amazement as well as the rest of the country . . . the Philadelphia Phillies won the National League pennant. And another great sport in 1915 was the visit to one or another of Broadway's great restaurants for a regal dinner. They took their eating seriously in those days . . . and while most of those great taverns are long gone . . . The Brass Rail continues to carry on those same old traditions of grand food and perfect service that have made it an eating place of international fame. And in the Tin Pan Alley of 1915, the boys were plugging a plaintive tune that still lives in Bing Crosby's recording of "I Ain't Got Nobody."

Has One Idea

Follows a short commercial, another recording, a final, longer commercial and an invitation to tune in again tomorrow. And that's it; nothing super-colossal or extragavant, but just a nice little program differing from hundreds of other nice little programs only in one thing—that every *Moment of Memory* script is planned and written with just one idea—to arouse in the listener's mind a group of pleasant memories and to link them firmly to the Brass Rail.

Started as an experiment last November, the program immediately proved its worth, and a similar Sunday noon series was launched on WOR, New York, before the end of the year. Here's what the sponsor thinks about it, taken from a letter which Edward Levine, president of the Brass Rail, recently wrote to WMCA:

Now a Tradition

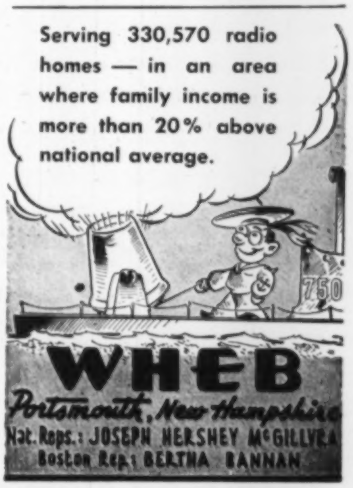
"Our WMCA program has become something of a tradition. Aside from the detail of a very gratifying increase in business, we find that people like this type of program with its emphasis on casual talk and interesting bits of information and the lack of heavy-handedness in trying to sell them. We have had many patrons tell us they came in just because they appreciated the program. As to satisfaction with results, if you will look in your files you will find that we tested the program for 13 weeks and then gave you an additional 52-week contract."

Echoing his client, Jack Steiner, vice-president of the Blackstone Co., advertising agency in charge of The Brass Rail account, declared:

"Personally, we don't know much about 'Hoopers' and "Crossleys' and such technical intricacies; we only know what the client sees on the cash register. In this case, the client is getting back from the program more than it costs him, and we don't know any better formula for a success story."

New MBS Pickup

LESLIE NICHOLS, MBS correspondent in Cairo, Egypt, and Frank Cuhel, Mutual's Australian correspondent, share a quarter-hour news period on MBS, Wednesday, 9:15-9:30 p.m. Nichols is also heard Sunday, 12:40 p.m., during the *Overseas Report* on MBS.


Serving 330,570 radio homes — in an area where family income is more than 20% above national average.

WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

★ ★ ★ ★

Salt Lake City People Listen Most* to

UTAH'S ONLY NBC STATION

*According to latest Hooper ratings

★

KDYL

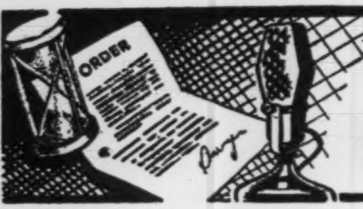
The POPULAR Station
Salt Lake City

★

JOHN BLAIR & COMPANY
National Representatives

UTAH'S ONLY N B C STATION

★ ★ ★ ★



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

American Cigarette & Cigar Co., New York (Pall Mall), 35 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

Wesson Oil & Snowdrift Co., New Orleans (salad oil), 3 *t* weekly, thru Fitzgerald Adv. Agency, New Orleans.

Allis-Chalmers Mfg. Co., Milwaukee (war bonds), 3 *sa* weekly, thru Bert S. Gittins, Milwaukee.

Mentholatum Co., Wilmington, Del., 4 *sa* weekly thru Dillard Jacobs Agency, Atlanta, Ga.

Lever Bros. Co., Cambridge, Mass. (Vimm), 10 *ta* weekly, thru BBDO, N. Y.

Lehn & Fink Products Corp., New York (hand cream), 3 *sa* weekly, thru Wm. Esty & Co., N. Y.

Kellogg Co., Battle Creek, Mich. (Rice Krispies), 10 *ta* weekly, thru J. Walter Thompson Co., Chicago.

KFRC, San Francisco

Acme Breweries, San Francisco, 5 *sa* weekly, 3 *sp* weekly, thru Brisacher, Davis & Staff, San Francisco.

Sir Francis Drake Hotel, San Francisco, 3 *sa* weekly, thru King Harrington Adv., San Francisco.

Fisher Rlouring Mills, Seattle (flour) weekly *sa* thru Izzard Co., Seattle, Wash.

J. L. Tuttle Co., Oakland, Cal. (Cottage cheese) 3 *sa* weekly, thru Emil Reinhardt, Oakland.

Wellman Peck Co., San Francisco (food products) 5 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.

Liggett & Myers, New York (Chesterfield cigarettes) 49 *sa* weekly, thru Newell-Emmett Co., N. Y.

Petri Wine Co., San Francisco, weekly *sa* thru Erwin Wasey & Co., San Francisco.

WHK-WCLE, Cleveland

Dr. Ellis Sales Co., Pittsburgh (cosmetics), 26 *sa*, thru Smith Taylor & Jenkins, Pittsburgh.

I. T. S. Co., Elyria, Ohio (rubber heels), 3 *sa* weekly, 52 times, thru Carr-Liggett Adv. Agency, Cleveland.

United Insurance Co., Chicago (surety sales), 3 *sp* weekly, thru J. L. Stewart, Chicago.

Gruen Watch Co., New York, 21 *sa* weekly, 52 weeks, thru McCann-Erickson, New York.

KLZ, Denver

Procter & Gamble Co., Cincinnati (Duz), *sa* weekly, 4 weeks, thru Compton Adv. Agency, N. Y.

Kellogg Co., Battle Creek (Corn Flakes), 170 *sa*, thru J. Walter Thompson Co., Chicago.

Kellogg Co., Battle Creek (Rice Krispies), 200 *sa*, thru J. Walter Thompson Co., Chicago.

Curtis Pub. Co., Philadelphia, (*Sat. Eve. Post*) 11 *sa*, thru BBDO, N. Y.

KHJ, Los Angeles

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 5 *sp* weekly thru H. W. Kastor & Sons, Chicago.

Consolidated Hotels Inc., Los Angeles, 30 *sa*, thru Allied Adv. Agencies, Los Angeles.

Bohemian Distributing Co., Los Angeles (Acme beer), 6 *sa* weekly, thru Brisacher, Davis & Staff, Los Angeles.

WOR, New York

Davidson Bros., New York (Mary Barron Slips), 3 *sp* weekly, thru Briggs and Varley, Inc., N. Y.

Chemical Treating & Equipment Co., New York (Mending Tape), 3 *sp* weekly, thru Reiss Adv., N. Y.

WINS, New York

Ironized Yeast Co., Atlanta, 12 *ta* weekly, 12 weeks, thru Ruthrauff & Ryan, N. Y.

WJZ, New York

California Fruit Growers Exchange, Los Angeles (Sunkist oranges), 5 *sa* weekly, 4 weeks, thru Lord & Thomas, Los Angeles.

Reader's Digest, Pleasantville, N. Y. (magazine), 5 *sa* weekly, 21 weeks, thru BBDO, N. Y.

Ward Baking Co., New York (bread and cake), 5 *ne* weekly, 21 weeks, thru J. Walter Thompson Co., N. Y.

Larus & Bros., Richmond, Va. (Edgeworth tobacco) 5 *ta* weekly, 13 weeks, thru Warwick & Legler, N. Y.

Curtis Pub. Co., Philadelphia (*Saturday Evening Post*), 12 *sa*, one week, thru BBDO, N. Y.

KGO, San Francisco

City of Paris, San Francisco (department store) 5 *sp* weekly, direct.

Kellogg Co., Battle Creek, Mich. (corn flakes) 260 *sa*, thru J. Walter Thompson, Chicago.

McMillan Petroleum Co., Los Angeles. (Ring Free Oil), 4 *sa* weekly, thru Roy S. Durstine Inc., New York.

West Coast Soap Co., Oakland (navy soap) 26 *sa*, thru Brisacher, Davis & Staff, San Francisco.

California Retail Grocers Association, San Francisco, weekly *sp*, direct.

Remar Baking Co., Oakland, Cal. (bread) weekly *sp*, thru Sidney Garfinkel Adv. San Francisco.

WIND, Gary

Amb-A Tip Cigar Co., Baltimore (Earl Marshall Amber Tip cigars), 5 *sp* weekly, 13 weeks, thru Milton Adv. Agency, Baltimore.

Arlington & Washington Park Jockey Clubs, Chicago, 36 *sa* weekly, 11 weeks, thru Schwimmer & Scott, Chicago.

Ironized Yeast Co., Atlanta (yeast), 130 *sa*, thru Ruthrauff & Ryan, N. Y.

Universal Pictures, Chicago ("Eagle Squadron"), 6 *sa*, placed direct.

WRC, Washington

Clicquot Club, New York (ginger ale), 208 *sa*, thru N. W. Ayer & Son, N. Y.

Dr. Ellis Sales Co., Pittsburgh (cosmetics), 39 *sa* thru Smith Taylor & Jenkins, Pittsburgh.

Ford Dealer Adv. Fund, *sa* weekly, 4 weeks, thru McCann-Erickson, N. Y.

Planters Nut & Chocolate Co., New York, 3 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

KECA, Los Angeles

Eastern-Columbia, Los Angeles (chain dept. stores), weekly *sa*, thru Stodel Adv. Co., Los Angeles.

Interstate Bakeries Corp., Los Angeles (Log Cabin bread), 4 *sa* weekly, thru Dan B. Miner Co., Los Angeles.

WMAL, Washington

Ford Dealer Adv. Fund, *sa* weekly, 4 weeks, thru McCann-Erickson, N. Y.

WFIL, Philadelphia

General Baking Co., New York (Bond Bread), 6 *sa* weekly, 4 weeks, thru Ivey & Ellington, Philadelphia.

Cooper Blades Corp., Brooklyn, N. Y. (razor blades), 6 *sa* weekly, 4 weeks, thru Heffelfinger Adv., N. Y. C.

Shuman Bros., Philadelphia (department store), 6 *sp* weekly, 6 weeks, thru Julian Pollock, Philadelphia.

Edgar A. Murray Co., Detroit (Doom insecticide), 6 *sa* weekly, 4 weeks, thru L. J. DuMahaut, Detroit.

Sunway Vitamin Co., Chicago (Sunway Vitamins), 5 *sp* weekly, thru Sorenson Co., Chicago.

Skinner Mfg. Co., Omaha, Neb. (raisin bread), 12 *sa* weekly, 52 weeks, thru Ferry-Hanley Co., Kansas City.

Procter & Gamble Co., Cincinnati (Ivory Snow) 3 *sa* weekly, 52 weeks, thru Benton & Bowles, N. Y.

KFBK, Sacramento, Cal.

Golden State Co., San Francisco (Golden V Vitamin Milk) 3 *sp* weekly, thru Ruthrauff & Ryan, San Francisco.

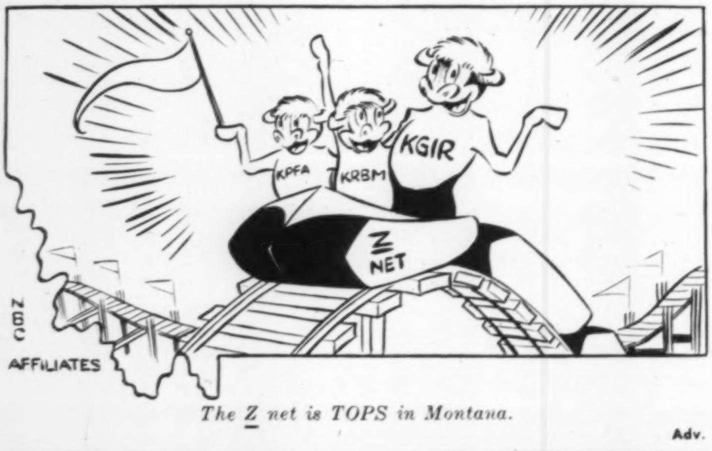
Los Angeles Soap Co., Los Angeles (Scotch soap) 6 *sp* weekly, thru Raymond R. Morgan, Hollywood.

W53PH, Philadelphia

General Electric Co., Bloomfield, N. J. (FM sets) 3 *sp* weekly, 13 weeks, thru Maxon, Inc., N. Y. C.

Knell Knows

CAUTIOUS of strangers, the entire personnel of WBT, Charlotte, have been alert to the presence of unrecognized people in the station's vulnerable zones. Not long ago Jack Knell, news editor, stopped a strange man in the hall and asked for his name. "Grant Carey," the stranger replied. Knell didn't believe that but the stranger insisted that was his name and urged Knell to have the control room engineer identify him. Suspecting horse-play, the engineer decided to go along with it and denied ever having seen Carey before. At this, Knell was reaching for Carey's collar when the engineer hastily identified Carey as the new engineer recently transferred from New York.



The Z net is TOPS in Montana.

Adv.

GOLAN WINES OPEN NEW YORK DRIVE

DESPITE the shortage of most types of bottle closures, but in line with the intensive use of radio now in progress for wine and beer accounts, Central Winery, Fresno, Cal., distributor of Golan wines, last week started a campaign in the metropolitan New York area on three stations for Lango and Legend brands.

On WOR, Don Dunphy, sports commentator, is sponsored five times weekly in the five-minute period directly following the Yankee and Dodger baseball games. This series promotes Legend wines as does the WHN schedule, consisting of news summaries every 12 minutes four times weekly on *Newsreel Theatre of the Air*. For Lango wine, sports resumes and commentaries by Mel Allen are heard on WMCA, Monday through Saturday, 6:30-6:45 p.m., and quarter-hours six times weekly on WHN's musical program with Dick Gilbert.

To handle the company's sales and advertising in the Eastern market, R. S. Heaton, president of Central Winery, has appointed Leslie Kozma as Eastern regional manager, and Irving Goldstein as assistant in charge of sales operations in New York. The campaign also includes newspaper and trade advertising. Agency is Weiss & Geller, New York.

Hope Leads Hooper

FIRST PLACE in the Hooper National Program Ratings for June 15 is held by Bob Hope with a rating of 30.5. *Fibber McGee & Molly* ranks second with 28.9, followed by Charlie McCarthy, with 25. Fourth place goes to *The Aldrich Family*, with 24.1. Remaining programs of Hooper's list of 15, in order of rating are: *Radio Theater;* Walter Winchell; Fanny Brice-Frank Morgan; *Mr. District Attorney;* Kay Kyser; Bing Crosby; Rudy Vallee; *Time to Smile; Star Theater; Take It or Leave It; Bandwagon.*

MBS Compton News

WALTER COMPTON, newscaster of WOL, Washington, and MBS announcer of all President Roosevelt's broadcasts, started a five-weekly news period on MBS, 4:15-4:30 p.m., last week. Compton is also m.c. of *Double or Nothing*, MBS weekly quiz program sponsored by Pharaco, Newark, for Feenamint. Compton is said to have done over 11,000 individual news programs on WOL during the last five years.

Carter Shortwaves

TWO ADDITIONAL shows to be shortwaved to American troops abroad by NBC's International facilities are *Inner Sanctum Mysteries* and *Counterspy*, both heard on BLUE. Carter Products Co., New York, is sponsor of the mystery story, shortwaved Friday, 1:15-1:45 p.m. Agency is Stack-Goble Adv., Chicago. *Counterspy*, a weekly sustaining show centering around the adventures of "David Harding," who upsets plots of enemy spies, is beamed to Europe Wednesday, 10-10:30 a.m.

Radio Advertisers

DR. JOHN MARTIN HISS, Los Angeles (foot clinic), currently sponsors a weekly half-hour live and transcribed program *Flying Feet*, on 3 Pacific Coast stations, KHJ, Hollywood; KFRC, San Francisco; KOL, Seattle. Featuring human interest interviews with patients at the clinic, the live broadcast is remoted over KHJ from the clinic. Transcribed versions are later released on the latter two stations. Agency is Erwin, Wasey & Co., Los Angeles.

CHICAGO MOTOR CLUB, Chicago (membership, insurance), on May 28 renewed for 52 weeks, sponsorship of thrice-weekly newscasts on WENR, Chicago. Agency is Aubrey, Moore & Wallace, Chicago.

EXELLO PRESS, Chicago (personal stationery by mail), has started sponsorship of a weekly quarter-hour of *Grand Old Opery* on WSM, Nashville. Agency is Robert H. Kahn & Assoc., Chicago.

GUTTA PERCHA & RUBBER Ltd., Toronto, on June 29 started spot announcements for Canadian Army Week on CFRB, Toronto. Account was placed by A. McKim Ltd., Toronto.

PIEL BROS., Brooklyn, has discontinued for a nine-week summer hiatus Jack Dempsey's *All-Sports Quiz*, heard on WOR, New York, Saturday, 8:30-9 p.m. A sustaining show *WOR Summer Theater* will occupy the Dempsey spot until August, when Piel Bros. resumes the sports show. Agency is Sherman K. Ellis, N. Y.

SPOT
BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume

More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention for PROBLEM SPOTS

JOHN BLAIR
& COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST LOUIS • SAN FRANCISCO • LOS ANGELES

PUSHING THE CLOCK figuratively ahead, fall production plans for the weekly CBS *Big Town*, sponsored by Lever Bros. Co. (Rinso), engaged attention of these Ruthrauff & Ryan executives during conferences in Hollywood. Planners are (l to r) Merritt (Pete) W. Barnum, New York supervisor of evening programs; Thomas Freebairn-Smith, producer; John Weiser, Southern California manager of the agency; Crane Wilbur, director-editor of the weekly program. Following a 13-week summer layoff, starting July 2, the series resumes in early fall to stress the all-out war effort.

FOREMAN & CLARK, Los Angeles (men's clothing chain), with shifting of account to Botsford, Constantine & Gardner, that city, is continuing its six-weekly quarter-hour early morning newscasts on KFI, Los Angeles; KGO, San Francisco, KJR, Seattle; WHB, Kansas City.

HOLLYWOOD RESTAURANTS Inc., Hollywood (Earl Carroll Theatre-Restaurant), currently is sponsoring a five-weekly quarter-hour news feature program, *Between the Lines*, on KECA, Los Angeles. Contract is for 13 weeks having started June 15. Agency is Theodore B. Creamer Adv., Los Angeles.

EAGLESON & Co., Los Angeles (men's furnishings), in a four-week campaign which started June 21 is sponsoring a weekly quarter-hour sportscast featuring Harold Cowan as commentator on KFAC, that city. Agency is Adolphe Wenland Adv., Los Angeles.

ONTARIO FRUIT & VEGETABLE GROWERS Assn., Hamilton, Ont., has started spot announcements on a number of Ontario stations featuring fruits and vegetables as they become marketable. Account was placed by Russell T. Kelley Ltd., Hamilton.

EX-LAX INC., Brooklyn (proprietary), has started spot announcements on 16 Canadian stations. Account was placed by Cockfield Brown & Co. Ltd., Montreal.

L. R. KALLMAN & Co., Chicago (Dress Shield deodorant), is testing with twice-weekly announcement's on Myrna Dee Sergeant's participating program for homemakers on WJJD, Chicago. Agency is J. R. Hamilton Adv. Agency, Chicago.

CALIFORNIA Fruit Growers Exchange, Los Angeles, (Sunkist oranges) on July 27 starts six weekly five-minute transcribed programs on CFRB, Toronto; CHNS, Halifax, CKY, Winnipeg; CFCF, Montreal; CHSJ, St. John N. B.; CKCK, Regina; CKOC, Hamilton, Ont.; CFCN, Calgary. Account was placed by Lord & Thomas of Canada, Toronto.

QUAKER OATS Co., Peterborough, Ont., (feed division) has started a transcribed program on VONF, St. Johns, Nefoundland. Agency is Lord & Thomas of Canada, Toronto.

K. ARAKELIAN Inc., San Francisco (Mission Bell wine), placing direct, on July 15 starts a weekly half-hour musical-dramatic program on KFWB, Hollywood. Program will include dramatized culinary and beverage exploits of Chef Milani with Leon Leonardi's orchestra. Firm in addition will use a total of 26 spot announcements per week on that station. Contracts are for 26 weeks.

FOREMAN & CLARK, Los Angeles (chain clothiers) recently renewed for 52 weeks *George Applegate, News*, five times weekly on KGO, San Francisco. Agency is Botsford, Constantine & Gardner, San Francisco.

GOLDEN STATE Co., San Francisco (Golden V Vitamin milk) on June 8 augmented its schedule by starting a participating sponsorship six times weekly in *Housewives Protective League* and three-weekly quarter-hour noonday newscasts on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

CALO DOG FOOD CO., Inc., Oakland, (Calo Dog Food and Victory Cat Food) after a layoff necessitated by sponsor reorganization and packaging problems, returned to the air on KFRC, San Francisco, June 21 for a new series of weekly quarter-hour programs *The Calo Pet Exchange*. Contract is for 52 weeks and the agency is Theo. H. Segall Adv., San Francisco.

LEWIS DISCUSSES PLANS IN CHICAGO

WILLIAM B. LEWIS, radio director of the Office of Facts & Figures, met June 17 with Chicago agency and network executives to explain the method and manner of network allotments and to ask the agencies and networks to include wartime realities in their dramatic and script shows.

Jack Scott of Schwimmer & Scott, and head of the Chicago radia committee of the Advertising Council, presided. Those who attended were:

Max Wylie, George Stellman, Leon Meadow and Alvin Kabaker of Blackett-Sample-Hummert; Jack North, John C. Moore and L. H. Ploetz of Aubrey, Moore & Wallace; Arthur Meyerhoff and Nelson Shaun of Arthur Meyerhoff & Co.; Earle Thomas and Jim Shelby of McCann-Erickson; Walter Schwimmer of Schwimmer & Scott; R. A. Sorenson and L. M. Bell of Sorensen & Co.; Kenneth Hinks of J. Walter Thompson Co.,; Ben Green of H. W. Kastor & Sons Co.

Mary Duffy of Sherman & Marquette; Ed Simmons of Wade Adv. Agency; Burke Herrick of Leo Burnett Co.; M. E. Blackburn of Critchfield & Co.; M. H. Schwartz of Lord & Thomas; Harry Gilman and Edward Nix of Erwin, Wasey & Co.; Jack Louis of Needham, Louis & Brorby; J. W. Rosberg of Henri, Hurst & McDonald; L. J. Sholty of Maxon Inc., New York; James Woodman of Roche, Williams & Cunnyngham; George Budway of U. S. Court of Appeals; Vern Brooks of WGN;

H. C. Kopf, Paul McCleur, J. A. McDonald, Judith Waller, Frank Chizzini and Jules Herbuveaux of NBC; Lavinia Schwartz and Jack Von Volkenburg of WBBM; William N. Connelly of S. C. Johnson Co.; E. B. Savage of General Mills; C. S. Lund of Swift & Co.; Victor Hunter of Pepsodent Co.; H. S. Thompson of Miles Laboratories; Robinson Murray of AAAA.

Keystone Adds Five

KEYSTONE BROADCASTING SYSTEM had added the following stations, making a total of 176 affiliates, to its transcription network: WRLC, Toccoa, Ga.; KGBS, Harlingen, Tex.; WJPF, Herrin, Ill.; KRLH, Midland, Tex.; WAOV, Vincennes, Ind.

What happened
when all 5 Pittsburgh radio stations carried the same program at the same time?

HOOPER RATED
WCAE
1ST in Pittsburgh

Perfect test
PROVES
WCAE popularity!

All 5 Pittsburgh stations carried the same government-approved program at 7 to 7:30 P.M. Saturdays, Feb. 21 to May 9—a bullet-proof set-up for a popularity check.

The HOOPER Continuing Measurement of Radio Listening Report on that time period, December through April, shows these averages:

	(% of Listeners)
WCAE	31.3
Station B	26.6
Station C	14.1
Station D	9.4
Station E	7.8

Conclusive proof of WCAE's popularity. Same program—same time—all stations . . . and most Pittsburghers tuned to WCAE!

For Results
WCAE
PITTSBURGH
1250 K.C. • 5000 Watts
MUTUAL BROADCASTING SYSTEM

The KATZ Agency
New York Chicago Detroit Atlanta
Kansas City Dallas San Francisco

NEW YORK'S NEWEST STATION

WLIB

THE VOICE OF LIBERTY

1190 KC • CLEAR CHANNEL

A Hit Overnight!

"WLIB is fast becoming a favorite with matinee dialers"— Ben Gross, N. Y. DAILY NEWS

OFFICES: 846 Flatbush Ave., Brooklyn, N. Y.

WHO

(ALONE!)

for

'IOWA PLUS!

DES MOINES—50,000 WATTS

CLEAR CHANNEL

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

NUTRITION PAMPHLETS

Stations, Advertisers Offered Inexpensive Plan

APPROPRIATE way for radio advertisers to tie in their products with the Government - industry sponsored National Nutrition Program is described in a four-page folder being released by the Grocery Manufacturers of America, Inc., 205 East 42nd St., New York.

With the cover of the booklet carrying the official symbol and slogan of the campaign, "U. S. Needs Us Strong", the inside spread lists the eight categories of food recommended in the nutrition plan. The idea stresses the theme of eating these foods and "then eat anything else you want". Back of the folder is blank so as to accommodate an advertising message.

By placing a large order a station carrying several food accounts can get a lower price on the leaflets than could an individual advertiser. Station then sells the leaflets to the accounts with individual imprints for the advertisers' product on the blank back page.

According to the GMA, successful tests on a home economist program have been completed with five sponsors reporting great reader interest in the folder, probably due to the great wave of nutrition consciousness which has been sweeping the nation. Many other national food advertisers have found the little pamphlets an inexpensive giveaways on their programs.

MURRAY IS QUIZZED ON CBC PAYMENTS

GLADSTONE MURRAY, general manager of the Canadian Broadcasting Corp., was questioned by the Parliamentary Committee on Radio Broadcasting at Ottawa as to his salary and expense payments since taking his post with the formation of the CBC on Nov. 2, 1936. He stated that in addition to his salary of $13,000 a year he was given in March, 1937, a base allowance of $1,500 as a "contribution to a necessary standard of living." In March, 1938, this was increased to $4,800 and in June, 1941, at his initiative was reduced to $3,000.

Until April, 1939, he was given an allowance of $10 a day for expenses, other than transportation, while away from his base at Ottawa. In April, 1939, this was increased to $20 a day and in March, 1941, was wiped out and since that date actual expenses had been paid.

During the time the $20 a day allowance had been in effect his actual expenses had exceeded that figure and he was better off receiving actual expenses, Mr. Murray said.

In the year ending March 31, 1939, payment for his expenses totaled $1,342, Mr. Murray said.

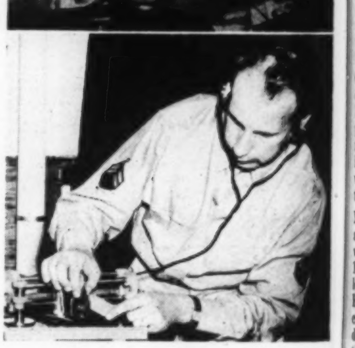
FOR THE exclusive use of the Army Recruiting Service, a transcription of the SESAC tune "Our Fightin' Men," published by Frank A. Panella, has been made by the U. S. Army Band. SESAC also reports that 54 radio stations in the Middle West, South and Southwest are broadcasting on both sustaining and commercial programs the quartet music of Stamps-Baxter Music Co. and other SESAC publishers of gospel music.

BEHIND THE ARMY'S MIKES

FOUR SHOWS a week originate from Camp Wolters, Tex., over KRLD, Dallas, KGKO, Ft. Worth and KSKY, Dallas. The men responsible for these programs were all employed in the radio industry several months ago and now they're right back where they started—behind the mikes.

At top, First Lieut. Lester W. Lindow, former manager of WFBM, Indianapolis, "mixes" as Camp Wolters goes on the air. Joe Graham, pvt. 1st class, former announcer of WCPO and WCKY, Cincinnati, quizzes Aubyn Phillips, Ft. Worth, on *Mike Maneuvers* aired over KRLD, Dallas.

Musing music cues (third from top) are Pvt. Russell Lamb (l), former announcer and program director of KFJZ, Ft. Worth, with Eddie Grimm, pvt. 1st class, Brooklyn, leader of the post's dance band. Technician Elmer Borsuk, former production man at WINS, New York and head of his own transcription agency in Manitowoc, Wis., ready to cut a platter for the radio section of the post's public relations office.



Court Allows NBC-RCA 60 Days To Answer MBS

A MOTION for a bill of particulars in the MBS $10,000,000 triple damage suit against RCA-NBC was denied by Federal District Judge John P. Barnes in Chicago last Monday, following a 20-minute oral argument. The court allowed RCA-NBC 60 days, or until Aug. 21, to answer the MBS charges of alleged damages.

The MBS suit was filed shortly after the anti-trust division of the Department of Justice launched Sherman Anti-Trust Act proceedings against RCA-NBC and CBS, alleging restraint of trade. Edward R. Johnston, Chicago attorney, represented NBC at the arguments along with Harold S. Glendening, of New York, and Joseph McDonald, staff attorney for NBC in Chicago. MBS counsel were David Fisher and Howard Ellis, of Kirkland, Fleming, Green, Martin & Ellis, Chicago.

It was indicated that the MBS proceedings probably would not come to trial until late fall, or at least until after hearings on the appeals of NBC and CBS from the FCC's network regulations, scheduled for trial before a statutory three-judge court in New York during its October term.

Kate From Camp

FOR THE THIRD successive summer, Kate Smith is shifting her daytime program *Kate Smith Speaks*, sponsored on CBS by General Foods Corp., New York, for Swansdown Cake Flour and Calumet, to her vacation camp at Lake Placid, New York. The five times weekly noonday series will be heard from there from June 29 through September when she returns to New York. Final broadcast on CBS of the *Kate Smith Hour* was June 26, the show to be discontinued for the summer with no replacement. Agency for both shows is Young & Rubicam, New York.

Maurice Lowell

MAURICE LOWELL, a director of the Henry Souvaine office, and scheduled to be director of the General Motors program *Cheers From the Camps*, which started on CBS June 9, died suddenly in Chicago June 19 after a short illness. Entering radio in 1934 on NBC's production staff in Chicago, Mr. Lowell directed such programs as Arch Oboler's *Lights Out* series, several Procter & Gamble serial shows, *Don Winslow*, *Uncle Ezra* and various variety shows. In 1939, he joined Benton & Bowles, New York, where he handled *Strange as It Seems*, *Lincoln Highway*, *Woman of Courage*, *Ellen Randolph*, *When a Girl Marries* and *Kate Hopkins*. After a period of free-lancing, Maury Lowell joined Henry Souvaine where he had charge of the Government program *Listen America*. He is survived by his wife and a daughter.

Studio Notes

GUEST LECTURERS of the Northwestern U-NBC summer radio institute in Chicago are A. L. Ashby, general counsel; Tom Rishworth, public service directors; A. A. Schechter, news director; Dr. Frank Black, music director, NBC-New York; J. A. McDonald, counsel; William Drips, farm director; Paul McCluer, sales manager; Emmons Carlson, sales promotion director; William Ray, public relations director; Kenneth Fry, news and special events director, NBC-Chicago. Also scheduled to appear are John J. Lewis, vice-president and radio director of Needham, Louis & Brorby, Chicago; Sandra Michael, author of *Against The Storm* and *Lone Journey*, and William B. Lewis, radio director of the Office of War Information, Washington.

KTKC, Visalia, Cal., cooperated with the rubber salvage committees of Tulare and King counties, presenting public affairs in each county with an admission charge of five pounds of rubber.

AMERICAN fighting men overseas from Dutch Harbor to Port Darwin attended via shortwave radio San Francisco's Army Day demonstratin in celebration of MacArthur Day on June 13. Several San Francisco stations broadcast the event locally. KPO's broadcast was recorded and played later for shortwave transmission to the armed forces abroad.

ROAD show version of the *Musical Clock* of WFBL, Syracuse, has been presented in a score of towns under the title of "Minute Men Revue" and a special nine-week series of presentations will be held in Syracuse parks this summer.

NEW two-hour daily shortwave program to men in the armed forces in Australia, New Zealand and the Antipodes has been started by WGEO, General Electric's international station in Schenectady. Program includes a dramatization of an important major league baseball game, salutes by cities to the troops and other network shows.

CELEBRATING its 1,000th program of *Goodwill Devotions* on KXOK, St. Louis, Goodwill Industries Inc., a nonprofit welfare organization, recently repeated its first program exactly as it was given on Sept. 19, 1938. Date was also KXOK's first day of operation.

MORE than 100 San Francisco bay area radio executives and their ladies were guests of the "Ice Follies of 1942" on Radio Night, June 2, followed by a reception at the Palace Hotel. The Shipstad and Johnson ice carnival is spending several thousand dollars in radio time on bay region stations. Frank Schlessinger, San Francisco manager of Allied Advertising Agencies, which handles the account, arranged details for the Radio Night.

SPORT

BASEBALL!
LACROSSE!
HORSE RACING!

Covered *Only* in Canada's Pacific Coast Area by CJOR.

CJOR
Vancouver—B. C.

Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

Gate Crashers

RED carnations were distributed recently to WBZ, Boston, executives and their guests and soon the doormen for the Fred Waring *Pleasure Time* programs which originated for a week from the Statler Hotel in the Hub, became familiar with the boutonnieres and did not ask wearers for their broadcast tickets. The ever alert public heard of this by Wednesday with the result that the florist did a land office business and the surprised doormen swore that everybody in Boston worked for WBZ.

THIRD BBC news program to be added recently to WNEW, New York, is a daily quarter-hour, presenting Derrick Prentise, BBC newscaster, in addition to an analysis of the enemy's current propaganda, by James Fergusson and Brent Wood, reporters of the BBC radio news staff. Station also carries a weekly news period, and a discussion of the war by J. B. Priestley, English author-playwright.

SPECIAL second-anniversary show of the U of Colorado's *History in the Making* show will be presented over KVOD, Denver, under the direction of Joseph E. Finch, program manager and Robert B. Hudson, director of the Rocky Mountain Radio Council. Format of the show has been changed from background-of-the-news to a broad summary of sweeping changes in American opinion since the first show was aired June 26, 1940.

STARTING June 29 the last Monday in each month will be *KWK Night* at Jefferson Barracks, Army induction center. An hour-and-a-half show will be staged by the St. Louis station for draftees' entertainment, with talent recruited from its staff. Included will be Rich Hayes and the KWK orchestra; the Shady Valley Folks, Roy Shaffer and his Gang; Swingtones, girl harmony singers; Russ Kaiser, sound man and orchestra leader; Johnnie O'Hara, sportscaster. Ed Wilson, announcer, will be m.c.

KMBC, Kansas City, reports that its Victory Caravan to date has raised more than half of its goal of $100,000 in war bonds and stamps sales. The traveling unit of station personalities and talent is currently in Eastern Kansas and Western Missouri on behalf of the drive.

WTMJ, NBC affiliate in Milwaukee, on Oct. 1 will have its network evening hour rate increased from $340 to $360. Advertisers on record up to and including that date will be protected at their current contract rate.

CBS is covering the convention of the National Education Assn., meeting in Denver, June 27-July 2, with five broadcasts, including a discussion on "The Effect of the War on Children," on the regular CBS program *People's Platform*, with Lyman Bryson, CBS education director, presiding as usual. On display at the convention is an exhibit of CBS material used in conjunction with the network's educational activities.

MARK VAN DOREN, Pulitzer Prize poet, who started the CBS series, *The Radio Reader*, with a reading of *The Scarlet Letter*, has gone on vacation. Substitute for Van Doren on the five-weekly broadcasts, presenting readings of literary classics in their entirety, will be Margaret Webster, noted theatrical director. Miss Webster will read Charlotte Bronte's *Jane Eyre* from cover to cover, presenting a short synopsis of previous action on each program. *Radio Reader* was started on a trial basis May 11.

MANAGEMENT and staff of WTAD, Quincy, Ill., were guests of the local Rotary Club recently at a luncheon addressed by W. E. Lancaster, Rotarian and president of the Illinois Broadcasting Corp., operators of the station. He briefly traced the history of radio and demonstrated the value of the station to the community. The dining room and the lobby of the station were decorated with displays of CBS radio personalities as well as local personalities broadcast by the station.

DRAMATIC interview was aired by CFAC, Calgary, Alta., recently when Mrs. Frances Walsh, a schoolteacher, described her rescue of a pilot from a burning plane which crashed near her school. In spite of her efforts, the airman died and she was awarded the George medal for bravery becoming the first Canadian woman ever to receive the award.

CHARLES P. SHOFFNER, veteran farm editor of WCAU, Philadelphia, this month celebrates his 12th consecutive year of broadcasting on WCAU and his 20th year in Philadelphia radio. On WCAU he conducts four rural programs—*Rural Digest*, *To Whom It May Concern*, *Garden Spot* and *Farm Weekly*.

A TOTAL of 71 hours and 43 minutes of BLUE time was contributed to the war effort in May. A breakdown shows that 62 hours and 21 minutes of sustaining time was devoted to the war effort, with sponsored time amounting to 9 hours and 22 minutes. The figures do not include time contributed locally by WJZ, New York; WENR, Chicago; and KGO, San Francisco, key outlets of BLUE.

NUMBER of programs from Fort Des Moines are being planned by the Iowa Broadcasting Co., which will give a picture of the activities of the WAAC, America's growing Army of women.

WJAG, Norfolk, Neb., celebrated its twentieth anniversary June 26.

WBBM, Chicago, stationed mobile recording equipment outside a meeting of half the Chicago fire department in session June 8 for instruction in fighting chemical warfare. Recordings of a two-hour talk on "Protection Against Gas" by Prof. Ward V. Evans of Northwestern U will be distributed by WBBM to the fire department and Civilian Defense instructors for teaching auxiliary firemen and defense workers.

FRANCES SCULLY, mistress-of-ceremonies of the weekly BLUE *Your Blind Date* program, was recently honored when a new song, inspired by and taking the title of that show, was dedicated to her. Miss Scully's picture also appears on the cover of the sheet music. Lew Pollack and Herman Ruby composed the song.

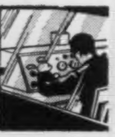
CHEX, Peterborough, Ont., uses as a sign-off a quotation from the speeches of Abraham Lincoln against a musical background of "Pomp and Circumstance." Lincoln's quotation starts with "Fondly do we hope, fervently do we pray that this mighty scourge of war may speedily pass away."

KDYL and the Salt Lake City Junior Chamber of Commerce are cooperating in the city's War Bonds and Stamps drive by setting up and staffing special booths in downtown areas. Promotion is being carried on by special broadcasts and stunts performed at the booths.

HOLLYWOOD film talent, scheduled for patriotic network broadcasts from that city, will go ahead with assignments regardless of alerts or blackouts in the Pacific Coast area, according to Hollywood Victory Committee announcement. If Coast radio stations are ordered off the air, as occurred June 3 and 4, talent will continue with their network show.

PICK A WINNER
in the
DETROIT AREA
BUY
CKLW
5000 WATTS
DAY and NIGHT
800kc.
•
MUTUAL
SYSTEM

in the · CONTROL ROOM



FRANK SOMERS, of the CBS engineering staff, has been commissioned a lieutenant in the Navy and reports this week to Corpus Christi, Tex., to attend the naval aviation radio training school.

EMERSON G. SQUIRES, formerly instructor of RCA Institute, Chicago, has joined the studio engineering staff of NBC Chicago.

LINDSAY COFFMAN has been promoted to chief engineer of WDNC, Durham, N. C., succeeding R. A. Dalton who has joined the staff of WJSV, Washington. Paul Koontz has joined WDNC's engineering staff.

ROSS GIBSON, former manager of Fayetteville studios of KUOA, Siloam Springs, Ark., has joined the engineering staff of KBIX, Muskogee, Okla.

NICK J. ZEHR, chief engineer of KWK, St. Louis, was elected vice-chairman of the St. Louis section of the Institute of Radio Engineers at the closing session of the 1941-1942 season.

GEORGE CHAPMAN, formerly of KTUL, Tulsa, has joined KVOO, Tulsa, as an engineer, replacing John Barth, now in the Army.

DWIGHT A. MYER, chief engineer of KDKA, Pittsburgh, will lead that city's delegation to the annual convention of the Institute of Radio Engineers which opens in Cleveland June 29, having just been elected chairman of the Pittsburgh chapter of the IRE.

FORREST DEAN, engineer of WKRC, Cincinnati, has joined the Signal Corps in the research division at Wright Field, Dayton.

IVY CALVEREY has joined the operating staff of CKGB, Timmins, Ont., replacing Don Montgomery who has left for war work in Southern Ontario.

LES CARR, chief transmitter engineer of WBBM, Chicago, on June 23 joined the U. S. Bureau of Ships in an executive civilian capacity.

WALTER PAYNE and Clinton Foss have resigned from the engineering staff of WOR, New York, the former to enter the Army and the latter to accept a civilian defense position. Recent additions to the engineering staff are Ann Davidson, who succeeds Peggy Bliss, and Joan Cecil Downing, who replaced Audrey Hume, now in Chicago.

FIVE-HOUR SILENCE was enforced at KMOX, St. Louis, recently [BROADCASTING, June 22] when Mrs. Leta Brush, an amateur radio operator, was hired as an engineer-trainee. The silence resulted from a protest by the local chapter of IBEW maintaining that her employment represented a violation of the union's agreement with the station. The station's 21 radio engineers and technicians walked out for five hours but returned after Merle Jones, general manager of the station, pointed out that the contract also provides for the appointment of a committee to settle such disagreements.

FRED LEONARD, formerly of WWSW, Pittsburgh, and more recently with the Pressed Steel Car Co., that city, has joined the technical staff of KDKA, Pittsburgh.

STENLEY PEER, of the engineering staff of WDRC, Hartford, has joined the Coast Guard.

CHET GILLIGAN, of Waterford, N. Y., has been added to the engineering staff of WTRY, Troy, N. Y.

ROSS DeROY, a professional pianist and engineer, has joined the transmitter staff of WMAL, Washington.

ROBERT CALLEN, NBC Hollywood recording engineer, has joined the Army Signal Corps as civilian instructor and is stationed at Fort Monmouth, N. J.

SHELDON ANDERSON, chief engineer at KFRE, Fresno, Cal., recently became the father of a girl.

AL CHISMARK, chief engineer of WTRY, Troy, N. Y., has been commissioned an ensign in the Naval Reserve.

HARROLD TKACH, of Minneapolis, has succeeded Ray C. Larson on the engineering staff of WDAY, Fargo, N. D. Larson, who left to become a radio mechanic at Patterson Field, Fairfield, O., recently married Ledene Jenson, of Fargo. Wesley B. Anderson has joined the transmitter staff of WDAY, replacing Bey Greene, now with KXEL, Waterloo, Ia., as plant engineer.

PRESS ROUTS RADIO

But It's On A Fairmont Baseball Diamond

RADIO-NEWSPAPER competition took on another twist in Fairmont, W. Va., when WMMN clashed with the local press on the baseball diamond only to emerge on the short end of a 19-2 drubbing. The contest, which had been widely heralded with an intense "feud in fun" by the station and their opponents, a combined team from the staffs of the *Morning Times* and *Evening West Virginian*, was staged in Fairmont's East-West Stadium before a crowd of 2,000.

A twenty-five cent admission charge was levied, netting $500 which was turned over to the Marion County Civilian Defense Council for the USO and other war relief agencies.

Interest in the game had been aroused with the papers and WMMN baiting one another whenever possible. Salt in the wounds of the defeated radiomen is the knowledge that they issued the original challenge to the newsies. However, WMMN undauntedly reports a return match may be arranged later in the summer.

CBS Listener Guide

AS A GUIDE for listeners to the summer schedule of *Invitation to Learning* CBS has prepared a handy summary of each week's program from June 7 through Oct. 25 providing a brief sketch of the man whose works are considered each week. In addition the pamphlet also describes the popular edition, price and publisher so that listeners may obtain a copy to familiarize themselves with the material before the actual broadcast occurs.

Bernie Shortwaved

WILLIAM WRIGLEY Jr., Co., Chicago, has added Ben Bernie's five-weekly musical series on CBS for Spearmint gum to the list of CBS shows now shortwaved to American troops abroad. Rebroadcasts occur daily 9:30-9:45 p.m., each program beamed abroad several days after the original broadcast is heard in the U. S. Arthur Meyerhoff & Co., Chicago, handles the account and is also agency for the company's *The First Line*, another CBS program shortwaved abroad. Wrigley also beams *Melody Ranch* aired on CBS for Doublemint, to U. S. servicemen abroad. Agency is J. Walter Thompson Co., Chicago.

GERALD WOLPERT, technical staff member of WFDF, Flint, Mich., has enlisted in the Marines and is a staff sergeant.

Amateurs to Sign For Transmitters

Aug. 25 Deadline Is Set For Equipment Registration

SUPPLEMENTING its order of June 8 ordering the registration by June 28 of all radio transmitters not now under license, the FCC June 19 announced that a similar registration will be held for every transmitter in possession of, owned or operated by an amateur operator or organization. Deadline has been set for Aug. 25.

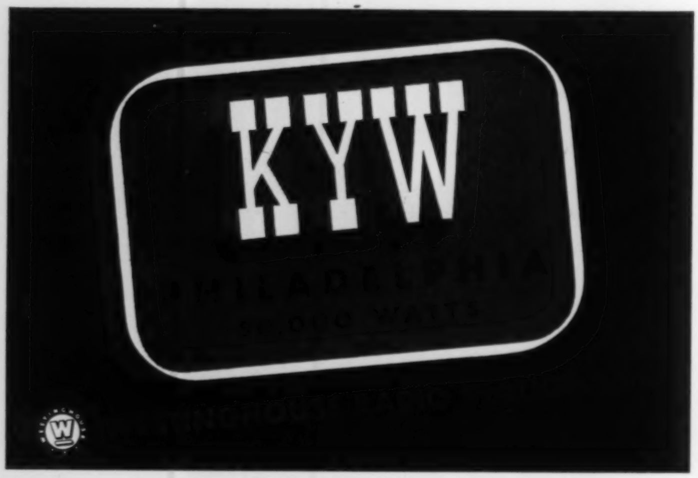
Action was taken at the request of the Defense Communications Board, now the Board of War Communication, and seeks to cover all those not registered under the June 8 Order No. 99 [BROADCASTING, June 15]. The Commission defines "radio transmitter" to be a device designed for transmission of communications by radio frequency energy and does not intend this current order to include phonograph oscillators, test oscillators, signal generators and wired radio systems.

Application forms for the registration are being furnished by the FCC, Washington, and all of its field offices. All the requests for forms should state the number of transmitters to be registered and all returns should be made to the Commission *in Washington only.*

It is understood the FCC does not have an accurate inventory of amateur transmitters. While all amateurs had been ordered off the air after the outbreak of the war with a partial revival of operation being permitted in certain instances, no specific information on the equipment is on hand. Amateurs in the past have not been required to notify the Commission in the event they shut down, dismantled or transferred any of their equipment.

Clears in Canada

CLEAR CHANNELS assigned to stations other than those of the Canadian Broadcasting Corp. can be reclaimed, Dr. A. Frigon, Canadian Broadcasting Corp. assistant general manager, told the Parliamentary Committee on Radio Broadcasting at Ottawa. He said three of the six channels allotted to Canada at the Havana convention are being used by stations not owned by the CBC. Canada is required to place 50 kw. stations on all bands by 1946, he explained.



KYW
PHILADELPHIA
50,000 WATTS

$100,000,000

is being spent by the Government in San Bernardino, California, home of

MUTUAL **KFXM** DON LEE

'Sun' to Sponsor WHIP's Newscasts

Utley To Edit Air Edition Of New Chicago Paper

ARRANGEMENT has been completed by the *Chicago Sun* and WHIP, Chicago-Hammond, whereby the newspaper will shortly originate all news programs on the station from its own studios. Clifton Utley, Chicago news commentator, has been appointed editor of the *Chicago Sun* air edition.

Mr. Utley, a U of Chicago graduate and a former research assistant and instructor at the university, is a former wire editor of AP in Chicago and travelled widely in Europe. He is currently handling three news programs out of Chicago, but has been granted a 13-week leave of absence from his early morning programs on NBC, sponsored Monday through Friday by Skelly Oil Co., Kansas City, Mo.

Dreier Subbing

During the interim Alex Dreier, NBC correspondent, will fill in for Mr. Utley who will return to that program on Sept. 21 in addition to carrying on his *Chicago Sun* duties. He will be replaced by John Holbrook on the nightly commentaries on WGN, Chicago, sponsored by the Studebaker Corp., South Bend, but will continue with the quarter-hour news program sponsored once a week by Chas. A. Stevens Co., Chicago (women's apparel), until expiration of the current contract.

Mr. Utley's staff at the *Sun* will consist of seven news writers, four announcers and a full time news research assistant. Joe From, formerly acting chief of the Chicago Bureau of Press Association, AP subsidiary, has been appointed executive assistant.

Arch Farmer, formerly news editor, and Bill Costello, formerly farm director, of WBBM, Chicago, and Roderick Holmgren, formerly news editor of the Iowa Network, joined the staff last week. Still to be appointed are three news writers, four announcers and the research assistant.

Arrangement of the *Chicago Sun* is part of a complete reprograming of WHIP under its new management, headed by John W. Clarke who recently acquired control of the station [BROADCASTING, June 15], and William Cline, manager. Marshall Field, owner of the *Sun* and the New York newspaper *PM*, retains four per cent of stock in the station after the recent transaction in which Mr. Clarke gained control.

The *Sun* occupying a portion of the *Daily News* building, will broadcast from remodelled studios atop that building, which formerly housed WMAQ and the Chicago studios of World Broadcasting System.

The news programs, varying in length of five, eight and 15 minutes each, will be broadcast 22 times a day, but will not start until the station goes full time.

WITH ELABORATE newsroom and remodeled studios atop the Chicago Daily News Building which houses the *Chicago Sun*, the air edition of the *Sun*, organized to handle all the news programs of WHIP, Chicago-Hammond, makes ready to roll under the direction of editor Clifton Utley (right), when William Cline, vice-president and manager of the station, gives the signal within the next few weeks that the station is on the air with its new fulltime operation.

Blended Plugs

ALLOCATION of war service announcements locally on WOWO and WGL, Westinghouse stations in Fort Wayne, has been placed in charge of Ed Koops of the program department, who has announced a plan whereby every local sustaining show, either transcribed or live, ad lib or written, will contain announcements according to a master plan. Koops supplies the entire staff with a weekly mimeographed list showing the programs and type of announcements to be used. Talent staff and continuity department are constantly urged to make the announcements blend into the content of the program rather than stick out like a sore thumb.

GEORGE M. MENDENHALL, chief studio and recording engineer of WGKV, Charleston, W. Va., has joined the Army Signal Corps. His station duties have been taken over by Jim Barnhart in the studios and Ed Pulley, doing the recording.

U.P.

"The World's Best Coverage of the World's Biggest News"

O'Keefe for C&S

A VAUDEVILLE show, starring Walter O'Keefe, Broadway and radio comedian and m.c., will replace the *Chase & Sanborn Show*, which Standard Brands discontinued on NBC for an eight-week summer hiatus June 28. With O'Keefe as m.c. and featuring Raymond Paige's orchestra, the show will be sponsored for the summer by Standard Brands for Fleischmann's Yeast, in the spot occupied by the C & S coffee program, Sunday, 8-8:30 p.m., starting July 5. Agency is Arthur Kudner, New York.

Nesbitt Subs For Fibber

JOHN NESBITT, radio and film commentator, will team with Meredith Wilson, band leader, in the 13-week summer replacement for *Fibber McGee & Molly* on NBC, Tuesday, 9:30-10 p.m., starting June 30. S. C. Johnson & Son, Racine, Wis., continues as sponsor. Series will bear the name of its two stars, and will be informal in nature, combining dance music with casual commentary by Nesbitt. Agency is Needham, Louis and Brorby, Chicago.

Preparing New Guide

ROCKY MOUNTAIN RADIO Council Inc., Denver, has again sent out questionnaires to stations in the area to prepare its summer edition of Guide To Good Listening, seasonal guide to program listings. It was said the new guide will receive wider distribution than past issues and will include new headings.

Fitzpatrick, WHDL Head, To Serve At West Point

E. B. FITZPATRICK, president of WHDL, Olean, N. Y., and general manager of the *Olean Times-Herald*, on June 23 returned to the U. S. Military Academy at West Point where he has been assigned to the staff with the rank of major.

Maj. Fitzpatrick was graduated at West Point in 1918 and served with the coast artillery until 1929. During this Army tenure he served four years on the West Point staff. In 1929, Maj. Fitzpatrick resigned to become business manager of the *Times-Herald*, becoming president of WHDL when the newspaper acquired that station in 1935.

Thomas L. Brown, station manager since 1938, will be in active charge during Maj. Fitzpatrick's absence.

Henshel in Air Force

HARRY DAVIS HENSHEL, managing director of WOV, New York, and secretary and director of Bulova Watch Co., New York, has been commissioned a major in the U. S. Air Force, and reported to officers' training camp in Miami last week. No successor at the station has yet been named.

WSJS To Boost Power

WSJS, NBC southeastern group affiliate in Winston-Salem, N. C., on Aug. 1 will begin broadcasting with 5,000 watts power, an increase over its present 250 watts. The station will continue to operate on 600 kc.

WRAK

Williamsport, Pennsylvania

Announces Its Affiliation with the

NATIONAL BROADCASTING COMPANY

RED NETWORK

JULY 1, 1942

WILLIAMSPORT! In the Heart of Central Pennsylvania . . . Long established diversified industries . . . busy defense plants . . . more income for more buying!

National Representatives

J. P. McKinney and Son

WHOM, WOV START SERIES IN ITALIAN

AS A JOINT project for the entire foreign language broadcasting field, WHOM, Jersey City, and WOV, New York, are making arrangements to produce a series of programs in Italian, the first to be based on the book of Douglas Miller, *You Can't Do Business With Hitler*, and the second to be a dramatic series, *Inside Italy*.

Live talent from both stations will enact the programs for the New York Metropolitan area, and OFF, through Lee Falk, will transcribe the series through Muzak for distribution to foreign language stations throughout the country. Assistance will be given to the stations in this special setup by volunteer writing talent belonging to P.E.N., international literary association, and by free-lance directors, who are members of the Radio Directors Guild.

The series *You Can't Do Business With Hitler* already is heard in English on over 600 stations with Larry Elliott announcing and Frank Telford directing the transcribed program for the OEM.

Frances Sprague Marries

FRANCES SPRAGUE, chief librarian of NBC, on June 27 was married to Robert P. Joy, New York editor of *Current Events* and publishers' consultant. They were married in Pelham, New York, at the home of the bride's brother, Stuart Sprague, New York attorney, formerly in the NBC legal department. The day before the wedding, the NBC press department gave a cocktail party for the bride and she was given a luncheon during the week by feminine members of her department.

OSCAR LEVANT, part-time expert on NBC's *Information Please* program for Lucky Strikes, marks his debut on records this month with the release by Columbia Masterworks of "A Recital of Modern Music," on which he plays piano music by Gershwin, Debussy, Ravel and other 20th century masters.

The TEXAS RANGERS
Transcribed Library
is on

WDOD
CHATTANOOGA

and other stations, large and small, coast to coast

Available also to agencies and advertisers. For full details, write

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

GAS MASKS are the order of the day at KMO, Tacoma, Wash., as that station receives the first batch of masks for radio men in the city. Equipped and ready for whatever the Nips might offer are (l to r) Carl E. Haymond, owner-manager of KMO and KIT, Yakima; Art Primm, news editor; Max Bice, operator; Jack Clarke, traffic manager; Verne Sawyer, chief announcer; Joe Kolesar, chief engineer. Bice is chief of the local civilian defense communications setup, in which Clarke also serves, and Sawyer is public relations chief of the Tacoma civilian defense.

AFA Dedicates to War Effort

(Continued from page 12)

it will become urgent within the next twelve months to provide some help for such stations if they are to continue to render the service which is expected of them."

Lieut. Col. Ed Kirby, chief of the radio branch, Bureau of Public Relations, War Department, spoke of the Army's demands on radio and lauded the broadcasters, artists and advertisers for their unstinted compliance and cooperation. Stating that everyone knows about the war announcements and programs carried on the national networks, he particularly mentioned the work of the local stations which is less well known but of equal importance. There are, he declared, more than 400 broadcasts a week from army camps throughout the country, broadcast on local stations and sponsored by local advertisers.

Praises Shortwaves

He also paid tribute to the programs shortwaved to the American troops abroad, which are prepared expressly for and broadcast exclusively to them. The *Command Performance* series, he said, has an average weekly talent roster which would cost a sponsor $65,000 if any advertiser could be found to meet such a payroll, with the artists as well as the broadcasters serving without recompense. He flatly refuted reports that such shortwave broadcasts are of no avail, stating that they go out over 20 different channels and that "the Army has definite knowledge that they are being heard by the men."

Discusses Pacific Coast

Speaking of military operations, Col. Kirby said that the stations located on the Pacific Coast "have been in the war since Dec. 7th, and added that without exception every station on either coast has obeyed orders and gone off the air immediately upon receipt of any air raid alarm. New regulations will shortly be issued, he said, for stations located in the interior of the country, ordering them not to broadcast reports of coastal raids while they are still in progress, reports which might give valuable information to the enemy as to the success or failure of their planes in reaching their objectives. The Tokio radio, he said, aided our bombers immeasurably by broadcasting reports of hits scored and damage done. These broadcasts also threw the Japanese population into a panic far worse than that resulting here from the famous Orson Welles broadcast a few years back, Col. Kirby stated. Tokio, he declared, has given American broadcasters an almost perfect example of how not to behave during a raid.

Outler's Talk

John M. Outler, commercial manager, WSB, Atlanta, and chairman of the NAB Sales Managers Executive Committee, spoke on "Radio as an Advertising Medium in Wartime," in an address that outlined radio's development from the early play-boy days of the 20's through the depression, when the medium really developed, to the present time, when radio offers the advertiser an "opportunity which is 22-karat, diamond studded and neon lighted." The portion of Mr. Outler's talk dealing with current wartime conditions and their effect on broadcasting follows in condensed version:

"It's a little too early in the painting of the picture to know, within any fixed limits, just what radio has done in the war effort. The facts are coming in daily and each fact is being added to the mosaic. We have it from responsible government officials that the free system of American radio has enabled a conduct of our war effort, in all its phases, which far exceeds a normal without radio. The radio audience of the country is vitally important to the government.

"With radio taking such a vital part providing ships, tanks, planes, guns, men and provisions, it is even more important now to maintain those radio audiences. This is the function and—in many respects—the obligation of the advertiser. I say this because the American system of radio is based on commercial effort and the advertisers are the only ones with the budgets and the personnel who know how. And the fact that the advertisers will maintain these audiences provides the means and the channel for the government to get its message across to the greatest number of people.

"On April 20 of this year, Lux contributed the last 15 minutes of its program to the War Production Board, who wanted to put on a dramatization of price fixing featuring Frank Craven. Now, as some of you may know, the Lux program packs in quite a hunk of audience.

"On this particular program, they turned over to the Government an audience of 23 out of every 100 sets tuned in—a mighty nice total. The following week the Kraft Cheese folks duplicated the job by setting up the last quarter-hour of their Bing Crosby show for Leon Henderson. Now the Government isn't experimenting with this approach. They know down in Washington where the audience is and when they'll be there. And they know how to use the opportunity provided."

President's Audience

Citing a chart prepared by C. E. Hooper Inc. of Presidential audiences which, from 1936 to 1940, ranged from "a puny 6,000,000 to a paltry 19,000,000 listeners," but which by Dec. 9, 1941, when war was declared totaled more than 62,000,000, Mr. Outler continued:

"Out of these astronomical figures come three observations which are a strict phenomena of radio, and which occur in no other media. (1) More people stay at home during a Presidential broadcast than at any other time. (2) There is a reduction of telephone traffic during a Presidential broadcast which amounts to between 40 and 50 per

Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

WAIR

Winston-Salem, North Carolina

I HEAR YOU'RE SELLING THE BROOKLYN BRIDGE, KIN I BUY IT?
NOT NOW SON, I'M IN A HURRY TO GET HOME AND LISTEN TO KXOK ST. LOUIS, MO.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

cent. And (3) there is a larger number of listeners per set.

"The relationship between the President's audience before and after America's entrance into the war became factual, provides a logical deduction of radio's place in the war picture. Economic circumstances created by the war have added to, rather than subtracted from, radio's effectiveness. And the fact that the manufacture of radio receiving sets was stopped doesn't alter the picture. There are more listeners. We know, because a radio audience can be accurately measured. The advertiser is not buying potential circulation, he's buying an actual audience."

Enger On People

While this was the only purely radio session, radio was touched on at other departmentals or ideas were advanced which were as applicable to broadcasting as to other media. For example, Frank Enger, vice-president, McGraw-Hill Book Co. at a conference on mail order selling, gave the following advice to mail-order copy writers that applies just as well to the writers of copy for radio or newspapers, magazines or any other media:

"Ride in the Subways, visit the movies, read the letters from readers in the *Daily News* and the little local community papers, and listen everywhere to the people talking, laughing, worrying, arguing. And let's remember that even in the midst of this great war—even in the midst of this world-wide upheaval that may well be one of all history's greatest social revolutions—people—the little average people who are and have always been our customers—are still people."

Walter Weir, vice-president in charge of copy, Lord & Thomas, addressing the publicity utility advertisers on "You Have the Space—What to Do with It," might as easily have included radio time as well as publication space when he said:

"What can you do with the space you have today? I'll tell you. If you're going to advertise to men, tell them something about the war. We've discovered, at Lord & Thomas, in a continuing study of attitudes toward advertising in these times, that advertising with a war flavor is overwhelmingly preferred by male readers. If you're going to advertise to women—well, the war as tanks and ships and guns and planes holds little interest for them. But the war as a household problem—of how to make what you have last longer, or how to prepare sugarless desserts, or how to buy wisely in these times—gets a tremendous majority of female preference. This is not fancy, this is fact. And here's another fact—men and women are looking with decided disfavor on straight 'my product is better than yours' advertising."

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

At the same meeting Davis DeBard, vice-president, Stone & Webster Service Corp., declared that: "Cessation of utility advertising for the duration of the war would be deliberate sabotage of the investment built up during normal times" and urged his audience to retain and perhaps increase their advertising "devoted to winning the war and maintaining the morale of the customers served by the utility."

Utility Awards

Duquesne Light Co., Pittsburgh, won the national award of the Public Utilities Advertising Assn. for the best radio program entered in the association's 1942 Better Copy Contest. Award was given, the contest judges announced, "for the excellence of the program, *A Half-Hour Organ Show*, and its appeal to all ages and types of listening audiences. Complementing this with a series of well produced and interesting transcribed station break announcements, this radio campaign was most effective."

Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y., won second place and an award of merit for its *Central Hudson Family News*, a radio edition of their publication of the same name. "Filled with local news and names, it successfully competes with the best national talent over metropolitan stations," the judges stated, "and edited on the air by Carol Collyer, a company employe, it had all the elements of a 'natural'."

Third place and another award of merit went to the Puget Sound Power & Light Co., Seattle, whose radio activities were "commended for the variety of appeal to every classification of customers, the consistency of presentation and the interest of each part as an individual effort. The *Greater Washington Hour*, the *Highlight Hour*, the *Home Service Program*, *Farm Talks* and *Top O' the Morning* consitituted an effective combination." Strang & Prosser Adv. Agency, Seattle, handles the account.

The judges requested that a special national award of honorable mention be given to the Dayton Power & Light Co. for "the most excellent presentation of their program, *Great Days in Dayton*."

Job In War Economy

Robert S. Peare, manager, publicity department, General Electric Co., addressed the club activities conference on "Our Job in the War Economy," speaking particularly on the topic "Through Our Jobs as Advertising Men and Women" and stating, in part:

"The sale of products is only one factor of advertising's job. Advertising deals with people, the way they live, what they think, what they are afraid of and what they will respond to and respect. The war may have shut down on the production with which you are familiar but the people are still there—your main job is still there—and if daily papers mean anything, that job is bigger than ever.

"Over the gap of the war period advertising must construct a bridge of sturdy faith in democratic processes, a desire for continued progress in our standards of living, a realistic appreciation of the dynamic system of free enterprise, a willingness to gamble our talents and resources as Americans in shaping the new markets of the future.

"Across such a bridge the sales organization can carry its products and its services safely and profitably at such a time as those products and services are once more available."

Ken R. Dyke, currently on leave from NBC to serve as chief liaison officer, Advertising Division, Office of Facts and Figures, addressed the same session with the topic "In Cooperation with the Government."

Effect on Premiums

The war has killed the kitchen gadget type of premiums, the can openers, ice box dishes and other similar articles made of materials no longer available for civilian use, Phyllis Cunnyngham of Duane Jones Co. stated during a "Town Meeting" session on "The Place of Premiums in the War Economy," conducted by the Premium Advertising Assn. of America as a departmental of the AFA convention.

There are still many premiums available, however, she pointed out, citing as an example a book of income tax instructions which was offered on two radio programs prior to March 15 and produced the lowest cost-per-inquiry of any premium the agency had ever used. Flower seeds are another popular premium item not affected by priorities, she said.

Coast Defense Video

TELEVISION is being used by the Southern California Office of Civilian Defense to inform civilians what protective measures have been adopted for their safety in case of bombings, fires and other war catastrophes. With approximately 500 television receivers in the area, all such programs originate at Don Lee television station W6XAO, Hollywood. Jack Stewart is producer, with Harry R. Lubeke, Don Lee television director, supervising.

W
B
N
X

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE
FOR DEFENSE *Buy U.S. Bonds Today*

Revision of Code Serves to Clear Doubtful Clauses

(Continued from page 7)

counts) was due to the exceptional demand from Government departments, such as the Dept. of Agriculture, which are widespread users of radio.

Broadcasters Aided Framing

The code revisions, it was announced, were submitted to a representative group of broadcasters before being finally approved by Mr. Price. Among the broadcasters and representatives of broadcaster organizations who consulted with the Office of Censorshop were William B. Dolph, general manager, WOL, Washington; Carleton Smith, general manager, WRC, Washington; Kenneth H. Berkeley, general manager, WMAL, Washington; Kenneth Yourd, CBS, Washington; Neville Miller, president, NAB; C. E. Arney Jr., assistant to Mr. Miller; John Shepard 3rd, president, Yankee Network, and chairman of the Broadcasters Victory Council; O. L. Taylor, BVC secretary; Victor Sholis, Clear Channel Broadcasting Service; Philip G. Loucks, FM Broadcasters Inc.; Paul D. P. Spearman, Network Affiliates Inc.

News Sections Parallel

The News Section of the new code, paralleling the revised code issued to the American press in all particulars except the clauses covering weather information, enemy air attacks and communications, first points out that "radio, because of the international character of its transmissions, should edit all news broadcasts in the light of this code's suggestions, and of its own specialized knowledge, *regardless of the medium or means through which such news is obtained.*" (Italics represent new verbiage). Additionally new in this section is the following:

"Stations should refrain from broadcasting any news relating to the results of weather phenomena such as tornadoes, hurricanes, storms, etc. unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally it is possible to clear such news, but for security reasons this office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefited if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service."

If in Doubt, Phone

THAT radio station managements will continue to function as their own censors, is a fundamental precept laid down in the new Code of Wartime Practices for American Broadcasters. In this connection, the preamble to the code points out that facilities of the Office of Censorship are now at their disposal 24 hours a day to assist them with consultation and advice when any doubt arises as to the application of the code. Telephone number of the Office of Censorship in Washnigton is Executive 3800.

Exceptions are listed in the cases of "emergency warnings when specifically released for broadcast by Weather Bureau authorities" and "announcements regarding flood conditions may be broadcast provided they contain no reference to weather conditions."

Troops and Ships

With respect to the provision covering troops, one category—prospective embarkation—is added anew, as well as the prohibition of "revelation of possible future military operations by identifying an individual known for a specialized activity." Names and addresses of troops in domestic camps may be broadcast "if they do not give location of units disposed for tactical purposes or predict troop movements or embarkations."

Under the section covering ships, convoys etc., the new code adds that not only type and movements of Navy or merchant vessels must not be carried, but also transports, convoys, neutral vessels, ports or call, nature of cargos, enemy naval or merchant vessels in any water. Exceptions are made in the case of information made public outside of the United States if the origin is stated, and in the cases of movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

The sections covering damage by enemy land or sea attacks, action at sea, enemy air attacks, aircraft, civil air patrol, miscellaneous and commercial airline planes in international traffic, are new.

Added to the section covering fortifications and bases, is the prohibition against carrying "information concerning installations by American Military units outside the continental United States."

About Production

Most all of the wording under Production is new, with particular emphasis on eliminating exact estimates, exact contract amounts, statistics which would disclose the amount of strategic or critical materials produced, sabotage etc. The new wording urges that nature of production should be generalized when concerned with tanks, planes, parts, motorized vehicles, unifrom equipment, ordnance, munitions, vessels. However, information about the award of contracts when officially announced by the WPB, the Government agency executing the contract, a member of Congress, or when disclosed in public records, is permissible.

With respect to unconfirmed reports and rumors, the new wording reads:

Unconfirmed Reports, Rumors

"The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings, or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast. Equal caution should be used in handling so-called 'atrocity' stories. Interviews with service men or civilians from combat zones should be submitted for authority either to the Office of Censorship or to the appropriate Army or Navy public relations officer."

Under the heading General in the News Broadcast section, it is newly suggested that names of persons arrested, questioned or interned as enemy aliens; names of persons moved to resettlement centers; location and description of interment camps; location and description of resettlement centers; identification of naval casualties with ships, unless such ships have been officially reported damaged or lost; information about movements of the President; premature disclosure of diplomatic negotiations or conversations—all should be kept off the air.

Telephone, Telegraph Requests

Under the general section, Programs, the old provision with respect to request programs are clarified to ban telephone or telegraph requests for musical selections and for service announcements.

Wording of the quiz programs subsection remains virtually the same except for the clause reading "wherein extemporaneous background noises cannot be eliminated at the discretion of the broadcaster." It was explained that this related to the possibility of auto noises being used as code signals.

Under the new heading, Dramatic Programs, "radio is requested to avoid dramatic programs which attempt to portray the horrors of war, and sound effects which might be mistaken for air raid alarms, or for any other defense alarms."

Under the new heading, Commercial Continuity, broadcasters are told to "be alert to prevent the transmission of subversive information through the use of commercial continuity in program or announcement broadcasts.

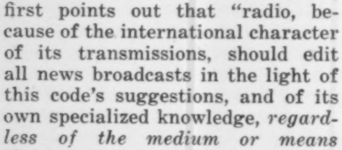
In this connection," the code continues, "the continuity editor should regard his responsibility as equal to that of the news editor."

Foreign Language Section

The tightest new provision in the code is that relating to foreign language programs. It is again stated that broadcasters have recognized that the loyalty of their personnel is of supreme importance in voluntary censorship; they recognize the dangers inherent in those foreign language broadcasts which are not under the control at all times of responsible station executives.

"Station managements, therefore," the new language reads, "are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. It is further requested that such material be checked 'on the air' against the approved script, and that no deviations therefrom be permitted. These scripts or transcriptions with their translations should be kept on file at the station."

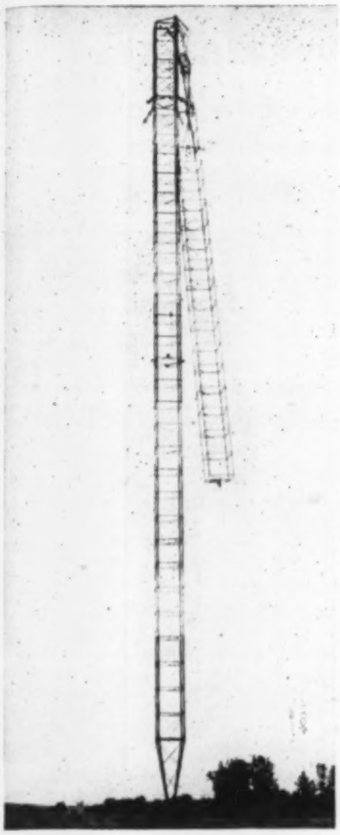
The old code did not provide for such pre-censorship activity on the part of stations carrying foreign language programs.



TOMMY TUCKER and
AMY ARNELL record
for LANG - WORTH

KWKH
CBS-50 KW
The *Selling Power* in the *Buying Market*
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

WMBD THE HEART OF ILLINOIS
PEORIA • 5000-1000 Watts • CBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives



NEITHER RAIN nor snow nor sleet would have stayed the engineering staff of WDAF, Kansas City, from the appointed chore of repairing damages done to the radiator in a storm. Eight staff engineers and two Kansas City Power & Light Co. linemen worked in the muck to put the station back on the air. At midnight June 18, the station went off the air and shortly afterward about half of the 425-foot tower fell. At 4 a.m. the repair was complete and at 5:30 the transmitting equipment was tuned to the new aerial and the station did not lose any scheduled time.

Front Line Action Given In UP 15-Minute Series

EYEWITNESS accounts of front-line action by United Press war correspondents are the basis of *We Cover the Battlefronts*, quarter-hour weekly series available to UP radio wire clients for weekend presentation. According to UP, a large number of stations already have the program on the air, while WPTF, Raleigh, is setting the scripts to sound and dramatizing them Monday evenings as part of its war morale effort.

Two special features offered UP clients have recently been made available on a seven-day-a-week basis in response to requests from stations and sponsors, including *Today's War Commentary* and *On The Farm Front*.

TENTH ANNIVERSARY of *Vic & Sade*, sponsored by Procter & Gamble Co., Cincinnati, on 71 NBC stations Monday through Friday 11:15-11:30 a.m, will be celebrated June 29. All roles have been played by four actors, Art (Vic) Van Harvey, Bernardine (Sade) Flynn, Billy (Rush) Idelson and Clarance (Uncle Fletcher) Hartsell. Writer is Paul Rhymer.

PACA Conclave

(Continued from page 12)

near future, and further pointed out that radio has a new and ever increasing important buying group, the army." That big new market which has just gone on a $50-a-month basis has radio in every tent. Network radio has no circulation problem. It follows both the Army and our shifting labor population as it leaves the South and mid-West to fill up the shipyards and plane factories of our Pacific Coast.

Looking to Long Pull

Looking into the postwar future, Mr. Strotz anticipated America's tremendous productive capacity tooled up for maximum output. "It will be a production and consumption capacity never before reached, but without meaning unless there are markets for the products," he warned. "These markets must be created. Their creation is a long pull which can't wait until after the war." Adding a somber note to his talk, Mr. Strotz in closing reminded convention delegates that among things being fought for in this war is "freedom of the press and radio, and freedom of private enterprise. These freedoms are inextricably intertwined. Free private enterprise must have a free press and free radio through which to express itself or it ceases to remain free. Newspapers, magazines, radio—everyone of us can keep going as private entities during this war only through *continued advertising.*"

Program Summary

Monday's program was chiefly concerned with advertising's part in the preservation of free enterprise and winning the war. Harford Powell, former editor of *Collier's*, now advertising director of the Treasury's War Savings Stamp and Bond program, addressed the meeting and praised "the magnificent part advertising men were playing in the unification of public opinion on war and in publicizing the war bond campaign.

"It is seldom that a representative of the United States Government will cross a continent to say two words, 'thank you'," Mr. Powell said in pointing out the important role played by the PACA in the nationwide campaign.

Government recognition of advertising's importance was also emphasized by Raymond Reeves, Department of Commerce, and Henry M. White, Seattle bureau of the Federal Trade Commission.

Theme of Tuesday's program was "The Post War Day," which featured a discussion of the problems of peace. Chairman Engle said in summary, "We must expect a new economic order after the war and those who are not prepared for tremendous post-war developments and changes will fall behind." Looking into the post-war future other speakers stressed the industrial growth of the Pacific and prospects of extensive trade with China, South America and Canada.

Chinese Opinion

An interesting address by Chinese Consul Kian warned that "the United States must expect that special privileges and concessions in China are things of the past. Future trade will be on the basis of reciprocity and equality."

Wednesday's sessions winding up the convention program dealt with "Advertising in Action". Panel chairmen conducted discussions of the wartime roles of newspapers, radio, outdoor advertising, direct mail, magazines and car cards. It was emphasized that sound advertising will help business in its war efforts and that it was necessary for advertising to inform the American people on the best way to win the war.

New Officers

Officers elected at Tuesday's business meeting were: L. W. Lane, San Francisco publisher, president; Marion Nelson, Salt Lake City agency executive, senior vice-president; Ruth Callahan, publisher of *Parent Teachers* Magazine, Los Angeles, vice-president at large; Carl Eastman, N. W. Ayer, San Francisco, secretary-treasurer.

A sad note pervaded the closing day's sessions because of the death of Sydney Dixon, NBC executive, who died of a heart attack Tuesday night.

Movie Spots

PARAMOUNT Pictures, New York, will promote "Holiday Inn" with two special broadcasts on over 100 BLUE stations following similar network promotion of two other releases during the past year. On the occasion of the New York and world premiere of the movie, Aug. 4, BLUE will present a half-hour at 9:30 p.m. of Irving Berlin's music from the picture, featuring name bands. Stars from the picture cast will appear on a second half-hour program on the BLUE Aug. 26, date set for national release. In addition Paramount plans a campaign of spot announcements with opening of the picture in various communities throughout the country. Buchanan & Co., New York, handles the account.

EXTRA
BASE HITS
with
WCHS
CHARLESTON
W. VA.
5,000
WATTS
On 580 · CBS

5000 WATTS
DAY & NIGHT
IN THE HEART
OF A
DEFENSE MARKET
WHERE PURCHASING
POWER IS
UP!
WRNL
910KC IN THE CENTER OF THE DIAL
RICHMOND VIRGINIA
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

Code of Wartime Practices for American Broadcasters

As Revised June 15, 1942; Released June 24, 1942, Effective Immediately

Five months have passed since the Office of Censorship issued the Code of Wartime Practices for American Broadcasters. This is a revision of that Code, combining original provisions with supplemental suggestions and interpretations which have developed out of our experience in working with the broadcasting industry.

The broad approach to the problem of voluntary censorship remains unchanged. In sum, this approach is that it is the responsibility of every American to help prevent the dissemination of information which will be of value to the enemy and inimical to the war effort. It is true now, as it was five months ago, that the broadcasting industry must be awake to the dangers inherent in (1) news broadcasts and (2) routine programming.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. That accomplished—the broadcasting industry will have fulfilled an important wartime obligation.

Radio station managements will continue to function as their own censors. The facilities of the Office of Censorship are at their disposal 24 hours a day to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts which are intended to aid them in discharging their censorship responsibilities.

I—NEWS BROADCASTS

Radio, because of the international character of its transmissions, should edit all news broadcasts in the light of this Code's suggestions, and of its own specialized knowledge, regardless of the medium or means through which such news is obtained.

It is requested that news in any of the following classifications be kept off the air, *unless released or authorized for release by appropriate authority.*

(a) WEATHER

ALL deather data., either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news relating to the results of weather phenomena such as tornadoes, hurricanes, storms, etc., unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally, it is possible to clear such news, but for security reasons this office cannot authorize blanket clearance in advance.

Each case must be considered individually in the light of the extent to which the enemy will be benefitted if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Stovin
and
Wright
RADIO
STATION
REPRESENTATIVES
offices
MONTREAL • WINNIPEG
.TORONTO

Exceptions: Emergency warnings when specifically released for broadcast by Weather Bureau authorities.

Announcements regarding flood conditions may be broadcast provided they contain no reference to weather conditions.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

(Note: Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions, or cancellations.)

(b) TROOPS

Type and movements of United States Army, Navy and Marine Corps Units, within or without Continental United States, including information concerning

Location
Identity
Composition
Equipment
Strength
Routes
Schedules
Assembly for Embarkation
Prospective Embarkation
Actual Embarkation
Destination

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

Exceptions: Troops in training camps in United States and units assigned to domestic police duty, as regards location and general character. Names, addresses of troops in domestic camps (if they do not give location of units disposed for tactical purposes or predict troop movements or embarkations). Names of individuals stationed in combat areas outside the United States (after presence of American troops in area has been announced and if their military units are not identified). Names of Naval personnel should not be linked with their ships or bases.

(c) SHIPS (Convoys, etc.)

Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, of vessels of nations opposing the Axis powers in any waters, including information concerning

Identity
Location
Port of Arrival
Time of Arrival
Prospect of Arrival
Port of Departure
Ports of Call
Nature of Cargoes
Assembly
Personnel

"Tune in WFDF Flint Michigan, everybody, for an important news flash!"

Enemy naval or merchant vessels in any waters, their

Type
Identity
Location
Movements

Secret information or instructions about set defenses, such as

Buoys, lights and other guides to navigators
Mine fields and other harbor defenses

Ship construction

Type
Number
Size
Advance information on dates of launchings, commissionings
Physical description, technical details of shipyards

Exceptions: Information made public outside United States and origin stated. Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) DAMAGE BY ENEMY LAND OR SEA ATTACKS

Information on damage to military objectives in continental United States or possessions, including

Docks
Railroads
Airfields
Public utilities
Industrial plants engaged in war work

Counter-measures or plans of defense.

(e) ACTION AT SEA

Information about the sinking or damaging of Navy, or merchant vessels or transports in any waters.

Exceptions: Information made public outside United States and origin stated.

Appropriate authority: For news about Naval action AGAINST United States vessels in or near American waters: Naval Office of Public Relations, Washington. For news about action BY United States vessels or aircraft against the enemy in or near American waters: Naval commander in district where action occurs or Naval Office of Public Relations, Washington.

(f) ENEMY AIR ATTACKS

Estimates of number of planes involved; number of bombs dropped; damage to

Fortifications
Docks
Railroads
Ships
Airfields
Public Utilities
Industrial plants engaged in war work
All other military objectives

Warnings or reports of impending air raid; remote ad lib broadcasts dealing with raids, during or after action.

Mention of raid in the continental United States during its course by stations OUTSIDE the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes counter-measures of defense such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) PLANES

Air Units—Military air units of the United States and the United Nations as to

Disposition
Missions
Movements
New Characteristics
Strength

Aircraft—New or current military aircraft or information concerning their

Armament
Construction
Performance
Equipment
Cargo

Civil Air Patrol—Nature and extent of military activities and missions.

Miscellaneous—Movements of personnel or material or other activities by commercial airlines for military purposes, including changes of schedules occasioned thereby.

Activities, operations and installations of United States and United Nations Air Forces Ferrying Commands, or commercial companies operating services for, or in cooperation with such Ferrying Commands.

Commercial airline planes in international traffic.

Exceptions: When made public outside continental United States and origin stated.

(h) FORTIFICATIONS AND BASES

The location of forts, other fortifications, their nature and number, including

Anti-aircraft guns
Barrage balloons and all other air defense installations
Bomb shelters
Camouflaged objects
Coast-defense emplacements

Information concerning installations by American Military units outside the continental United States.

Exceptions: None.

(i) PRODUCTION

Plants—Specifications which saboteurs could use to gain access to or damage war production plants.

Exact estimates of the amount, schedules, or delivery date of future production or exact reports of current production.

Contracts—Exact amounts involved in new contracts for war production and the specific nature or the specifications of such production.

Statistics—Any statistical information which would disclose the amounts of strategic or critical materials produced, imported or in reserve, such as tin, rubber, aluminum, uranium, zinc, chrominum, manganese, tungsten, silk, platinum, cork, quinine, copper optical glasses, mercury, high octane gasoline. Disclosure of movements of such materials and of munitions.

Sabotage — Information indicating sabotage in reporting industrial accidents.

Secret Designs—Any information about new or secret military designs, formulas or experiments, secret manufacturing processes or secret factory designs, either for war production, or capable of adaptation for war production.

Roundups—Nation-wide or regional roundups of current war production or war contract procurement data; local roundups disclosing total number of war production plants and the nature of their production.

Type of production—Nature of production should be generalized as follows: tanks, planes, parts, motorized vehicles, uniform equipment, ordnance, munitions, vessels.

Exceptions: Information about the award of contracts when officially announced by the War Production Board, the government agency executing the contract, a member of Congress, or when disclosed in public records.

(j) UNCONFIRMED REPORTS, RUMORS

The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings, or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast. Equal caution should be used in handling so-called "atrocity" stories. Interviews with Service men or civilians from combat zones should be submitted for authority either to the Office of Censorship or to the appropriate Army or Navy public relations officer.

(k) COMMUNICATIONS

Information concerning the establishment of new international points of communication.

(1) GENERAL

Aliens—Names of persons arrested, questioned or interned as enemy aliens; names of persons moved to resettlement centers; location and description of internment camps; location and description of resettlement centers.

Art Objects, Historical Data—Information disclosing the new location of national archives, or of public or private art treasures.

Casualties—Mention of specific military units and exact locations in broadcasting information about casualties from a station's primary area, as obtained from nearest of kin. Indentification of naval casualties with their ships, unless such ships have been officially reported damaged or lost.

Diplomatic Information—Information about the movements of the President of the United States or of official, military or diplomatic missions or agents of the United States or of any nation opposing the Axis powers—routes, schedules, destinations within or withut continental United States. Premature disclosure of diplomatic negotiations or conversations.

Lend-Lease War Material—Information about production, amounts, dates and method of delivery, destination or routes, of Lend-Lease war material.

Exceptions: None.

II—PROGRAMS

The following suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its authorized representatives.

(a) REQUEST PROGRAMS

Music—No telephoned or telegraphed requests for musical selections should be accepted.

No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to:

Lost pets
"Swap" ads
Mass meetings
Club meetings
Club programs, etc.

GOVERNMENT POLICIES pertaining to good neighbor shortwave programs were explained by (l to r) Jack Runyon, Hollywood radio division manager of the Office of Coordinator of Inter-American Affairs, to John W. Swallow and Harold J. Bock, NBC Western division program director and press-relations manager, respectively.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

Exceptions: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lst property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored on the anniversary date or at the time or on the date designated in the request. These and ALL requests may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) QUIZ PROGRAMS

It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, be discontinued, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised.

Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greater danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should be discontinued. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be guaranteed participation.

(c) FORUMS AND INTERVIEWS

During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for reviews.

(d) COMMENTARIES (ad lib)

Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(e) DRAMATIC PROGRAMS

Radio is requested to avoid dramatic programs which attempt to portray the horrors of war, and sound effects which might be mistaken for air raid alarms, or for any other defense alarms.

(f) COMMERCIAL CONTINUITY

Broadcasters should be alert to prevent the transmission of subversive information through the use of commercial continuity in program or announcement broadcasts.

In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

(g) FOREIGN LANGUAGE PROGRAMS

Broadcasters have recognized that the loyalty of their personnel is of supreme importance in voluntary censorship; they recognize the dangers inherent in those foreign language broadcasts which are not under the control at all times of responsible station executives. Station managements, therefore, are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scrips or transcriptions of such material, with an English translation. It is further requested that such material be checked "on the air" against the approved script, and that no deviations therefrom be permitted. These scripts or transcriptions with their translations should be kept on file at the station.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "yes", they shuld not use it. If doubtful, they should measure the material against the Code.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship.

THREE radio commentators, Raymond Clapper, Eric Sevareid and Major George Fielding Eliot, are contributors to the June 30 issue of *Look*.

WITH AN EYE FOR → RESULTS
WCOP
... more and more advertisers are spending more and more money on WCOP!
REPRESENTED BY HEADLEY-REED CO.
COPLEY PLAZA HOTEL, BOSTON - 1150 on Your DIAL

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20 YEARS OF SERVICE
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WSYR
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—WHERE POWER COUNTS MOST
NASHVILLE
THE GREAT TENNESSEE VALLEY
WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS
REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

Fly Will Request Change in Law if Net Rule Is Upset

(*Continued from page 14*)

Commission should grant a license to the newcomer, any competitor or other interested party could file a petition for rehearing and this would automatically serve to stay the Commission's action and keep the newcomer off the air for still a further period. He said as many as a dozen stations might intervene.

After final determination of such petitions by the Commission, any competitor or other interested person could gain further delay by appealing to the courts. Appeals would be allowed either in the District of Columbia or in the Circuit Court of Appeals for the circuit where appellant resides. Thus, he said, a station in Oregon might have the option of forcing a proposed newcomer in Iowa to litigate either in Washington, D. C., or in Oregon. "Only after this long and tortuous road would an applicant gain the right to go on the air."

Objects To Miller Proposals

In taking up the proposals of NAB President Neville Miller, Chairman Fly objected most vigorously to the provision which would authorize mandatory declaratory rulings by the FCC on the application of any proper person. Beyond that, Mr. Fly said the provision would hold in abeyance all proceedings having to do with revocation, modification or failure to renew or extend an existing construction permit or license until all petitions for declaratory rulings involving the same parties and subject matter have been determined by the Commission. Provision also is made for judicial review of declaratory rulings.

Favoring permissive rather than mandatory declaratory judgments, Mr. Fly said he believed the provisions as proposed "are unworkable, productive of delay and detrimental to the effective functioning of the Commission." He said, under cross-examination, the Commission would favor permissive declaratory judgments but not the mandatory kind. The major vice of the mandatory provision, he said, is it opens the door to the imposition of "an intolerable burden of work upon the agency." By making a fairly large number of requests for declaratory rulings, he said, a station could forestall for a substantial time revocations or refusal to renew a license.

Commenting on Mr. Miller's other proposals, Mr. Fly said he regarded them as "entirely superfluous." He said these stated in the main "that the Commission is not authorized to do the things which it is not authorized to do." Deviating from his prepared statement, Mr. Fly said he thought the matter was approached "in a left-handed manner and in a vague way," and suggested that the proposals should have been made "out in the open."

Apropos Mr. Miller's final proposal, suggesting the language in the so-called Sanders Supreme Court case be incorporated in the law, Mr. Fly said he thought this was "obviously designed to affect our network broadcasting regulations, and raises a wholly different point from that decided in the Sanders case."

Renewal "Pro-Forma"

Rep. Bulwinkle raised the question of longer license tenures when Chairman Fly stated that of approximately 8,000 applications for renewal filed with the Commission, only 234 were designated for hearing since 1934.

Chairman Fly observed handling of license renewal was "pro forma and routinized." He asserted that five or six people pass upon them and it was largely a job of intelligent review by Commission clerks along with several lawyers and engineers, giving the applications some scrutiny.

Asserting that if he were a broadcast operator, he would regard the renewal matter as "more than pro forma" because of the risk to his investment, Mr. Bulwinkle said the renewal would be "a constant sword hanging over my head." Chairman Fly said that in cases involving very substantial or grave questions, the Commission itself handled them.

Permanent License Issue

"Frankly, don't you think the statute should be amended to make licenses more permanent?" asked Mr. Bulwinkle.

Chairman Fly, after considerable discussion agreed the matter should be discussed and that he was quite sympathetic with the view that any fear about renewal should be alleviated. He added, however, he would not want to see any legislation that would give a property right to broadcasters. Mr. Bulwinkle asserted he was not talking about revocation proceedings, and was not attacking the Commission but that back in 1934, when the Communications Act was passed, he had wondered whether licenses should not have been issued on a permanent basis.

Mr. Sanders interjected that in introducing his bill he did not have in mind past actions of the FCC or allegations of abuse of power, but that his sole purpose was to seek a better law.

"Do you know of any way at all in which the statute could be amended to make it better?" asked Rep. Halleck (R-Ind.). Mr. Fly said he thought there were several changes that could be made and that he had no objection to Congress making them as it sees fit. He characterized broadcasting as a relatively minor phase, but a controversial one. He added that "those of us in Government feel that if the Act should be amended it should be in the opposite direction." He reiterated previous comments that he thought it unwise to enact new legislation in wartime.

Mr. Halleck said he had "chafed a little" because of the attitude of most agencies in stubbornly opposing amendment of the statutes under which they function. Chairman Fly said he thought it would be a "healthy thing" to consider legislation in a "more studious atmosphere." He commented he referred more to previous witnesses, probably including himself, rather than to Committee members.

Bill Revision Favored

When Rep. Bulwinkle interposed that the present law was enacted in peacetime; that it is some 15 years old, and that "we are going to get back to peace one of these days," Chairman Fly said he thought it would be "a good idea" to revise certain provisions of the bill.

"Then let's get together," asserted Rep. Bulwinkle, who was acting as Committee chairman. "There is no law enacted by man which can't be improved."

Before launching his discussion on the chain-monopoly regulations, Mr. Fly introduced excerpts from Congressional comments on chain broadcasting and monopoly. These, he said, exhorted the FCC to do something about the whole question. He described these speeches, resolutions and other comments as the "imperative background" which impelled the FCC to act on the issue. These included comments of former Senator Dill, Rep. McFadden (R-Pa.), Senator White, the late Rep. Connery, and former Rep. McFarlane, of Texas.

Also placed in the record was a summary of chain broadcasting proceedings, which Mr. Fly said showed clearly that there was "nothing impulsive about the Commission's action." Rep. Halleck noted that 96 witnesses were heard in the proceedings which began before the FCC in Nov., 1938, and concluded in May, 1939. He said his calculations showed 51 witnesses were unaccounted for, the others having appeared for the networks, and asked whether they were all FCC witnesses. Chairman Fly said most of them volunteered, and Rep. Halleck requested them be placed in the record a breakdown of witnesses called by the FCC and whether the testimony was in favor of the so-called network regulations.

Halleck "Wrong," Says Fly

When Rep. Sanders asked whether the FCC had not undertaken the study on doubtful authority, which he said was "a slender line and a half in the Act" and then had given the industry only 90 days in which to conform to the rules, Chairman Fly explained the 90-day requirement was no longer on the books. He said NBC voluntarily had separated its two networks and disagreed with Rep. Halleck that this was "an admission you were wrong."

It was concluded, Mr. Fly said, that the FCC should avoid a "forced sale' 'of the BLUE, but that there was an understanding with RCA that the network in due course would be sold. He said there was no "quarrel" and that NBC had moved itself to abandon the exclusive contracts. The difference with NBC boils down only to the question of option time, he said, describing this as "the whole area in dispute."

NBC, he declared, apparently decided to conform to certain of the rules because it wanted to get away from the charge of dominating stations. Moreover, Mr. Fly said he was "quite confident" that NBC felt there was a serious question about the "legal propriety of the exclusivity provision."

Submerged

STAGING a mock interview in the script of *Company At Ease*, KOIN, Portland, series, Bill Mears, scripter, turned a fine submersed phrase. Staged before a soldier audience Bill played the role of a newscaster, *Flower Garden Swing*, arranging an interview with the commander of a Japanese airplane carrier now "permanently based near the American island of Midway." When asked for his version of the recent naval battle, the commander said: Gurgle, gurgle, gurgle (obviously babbling water bubbles).

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The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

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BOSTON

N.Y.

CFNB Signal strength increased 25%

Dear Pop:

Even an old Rainbow Divisioner like you would pop your eyes at the army we're putting together this time. Let me tell you, they're doing everything to make up just about the best bunch of fighting galoots you ever saw.

And that goes for what they do for us off duty, too! Take this new club-house we got just outside of camp. It's got radios, dance floors, nice soft chairs and everything. And, Pop, you can get something to eat that won't cost you a month's pay!

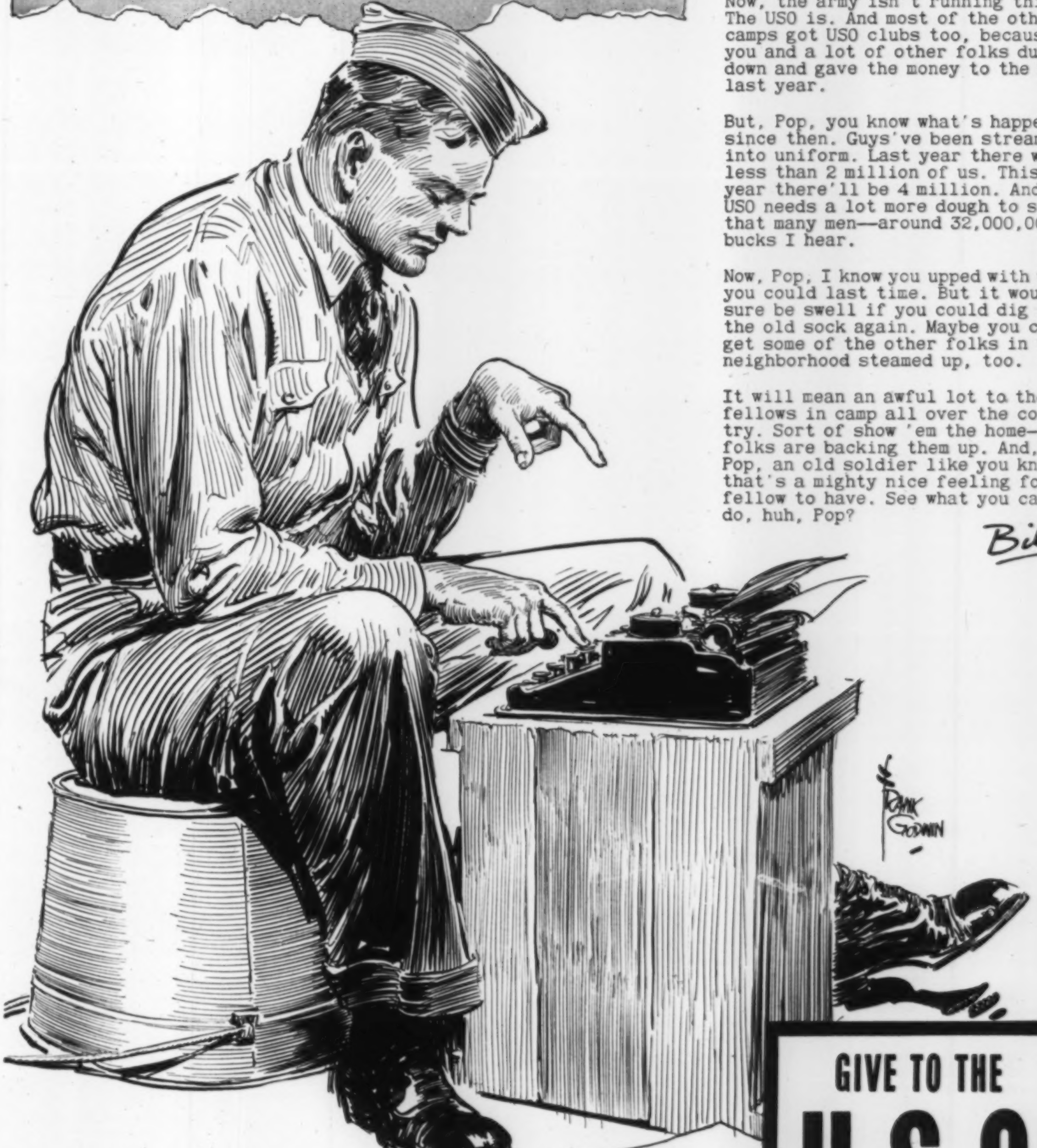
Now, the army isn't running this. The USO is. And most of the other camps got USO clubs too, because you and a lot of other folks dug down and gave the money to the USO last year.

But, Pop, you know what's happened since then. Guys've been streaming into uniform. Last year there was less than 2 million of us. This year there'll be 4 million. And the USO needs a lot more dough to serve that many men—around 32,000,000 bucks I hear.

Now, Pop, I know you upped with what you could last time. But it would sure be swell if you could dig into the old sock again. Maybe you could get some of the other folks in the neighborhood steamed up, too.

It will mean an awful lot to the fellows in camp all over the country. Sort of show 'em the home-folks are backing them up. And, Pop, an old soldier like you knows that's a mighty nice feeling for a fellow to have. See what you can do, huh, Pop?

Bill



Send your contribution to your local USO Committee or to National Headquarters, USO, Empire State Building, New York, N. Y.

GIVE TO THE

USO

Transcribing on Thin Wire Developed

But Process Does Not Provide Multiple Reproduction

A NEW TRANSCRIPTION device for recording sound by means of magnetic impulses on a steel wire as thin as a human hair has been developed by the Armour Research Foundation of the Illinois Institute of Technology, Chicago. The numerous applications of the instrument in radio and communications will have to wait until the U. S. wins the war, but in the meantime the device is being utilized by the armed forces.

The recorder, about a cubic foot in size with an all-over weight of about 40 pounds, was recently demonstrated in the studios of WGN, Chicago, where samples of Mutual programs were recorded off the line and played back. The fidelity of reproduction was reported to be as high as 5,000 cycles, and indications are that the cycle reproduction can be greatly increased.

A FINE BLONDE HAIR is plucked from the head of Ethel Bresin, secretary, by Dr. Harold Vagtborg (right), director of Armour Research Foundation, Chicago, with microphone in hand, while Marvin Camras, unwinds a strand of steel wire from the recorder which he developed. The wire is slightly thicker than Miss Bresin's hair.

Magnetic Charge

Technically, this is how the instrument operates: A steel thread 4/1,000 of an inch thick uncoils from one spool to another through a magnetic field set up by a tiny magnet, which corresponds to the cutting head of the conventional recorder. The sound from the amplifier is fed into a coil attached to the magnet which produces a varying magnetic field, and as the wire passes over that field, it is charged with these magnetic impulses.

There is no mechanical change in the recorded wire, no grooves or notches, except, of course, the molecular quality has been changed by magnetic charges. The recording is instantaneous, and the recorded wire is played back in the same manner as it is recorded. The two spools around which the steel wire winds and unwinds are 5 inches in diameter, 2 inches wide, can fit in the ordinary coat pocket, and can hold three hours, and even more, of continuous recording. The sound potential of the wire can be retained for years, or it can be immediately erased by passing the wire through a demagnetizing coil, and the wire used over and over again.

Although the magnetic recording of sound on a steel wire is not new, the device, chiefly the work of 26-year-old Marvin Camras, Armour research staff member, is the first practical application of a long-known principle, according to Mr. Harold Vagtborg, director of the foundation. Its radio application has limitations, however, since the recorded wire cannot be reproduced in quantities as in the case of transcription pressings. For wide distribution of the same program, a large battery of the wire recorders would have to be set up, each instaneously recording the identical program.

Valdamar Poulsen, Danish scientist, at the turn of the century, pioneered the field of magnetic recordings on heavy steel wire, but reproduction was poor. Later tape recordings were developed, but their fidelity of reproduction still left much to be desired. Young Camras, who has been working on the device since he was an undergraduate, found that by bringing the poles of the magnet closer together, a truer reproducing magnetic field was effected, and it is on this discovery that the instrument has been developed.

In other words, the inventor brought the magnetic poles within 1/1000 of an inch of each other, drilled a groove along the surface of the poles, and slotted the wire along the greased groove, passing at right angles to the 1/1000 of an inch aperture. The wire is magnetically charged when exposed to that tiny aperture, at the rate of two and a half to five feet a second.

The device can be used to monitor foreign as well as domestic broadcasting, and the wire can be used many times after the recording has been transcribed. It has a number of immediate military uses. It has an application as home recorder for radio programs—with a time clock attachment it could record programs in the listeners absence to be played back at his leisure. It can be used in court proceedings, hearings, etc. It can be used in planes as flight recorders. And these are just a few of its uses, according to the Armour Foundation. The device can be produced in quantities to sell for around $45, it is said.

CBS PRODUCTION PLAN

Unit Idea Adopted to Foster Producer Initiative

REVAMPING its method of handling sustaining programs, CBS has instituted a unit producer plan, with each producer assuming control of all details of several programs. A portion of the departmental budget will be alloted to each of the unit producers, which he in turn will apportion among the programs included in his unit. He will have general control of the entire program set-up of each of his shows, including supervision of scripts and assignment of directors, although he will sometimes personally direct a series or a particular broadcast.

As explained by Douglas Coulter, director of broadcasts for CBS and exercising an overall supervision of the work of the various unit producers, the new method is designed to decentralize program production and to encourage initiative on the part of the producers in developing new ideas.

Earle McGill, Brewster Morgan, William Robson, William Spier and Charles Vanda have been appointed unit producers, Mr. Coulter said, adding that Norman Corwin will be added to the group upon his return from England, where he is going shortly on a special assignment for the BBC.

MARKING TIME until *Musical Steelmakers* returns to BLUE as a commercial for Wheeling Steel Co. in October, after a summer hiatus, Tommy Whiteley and his Steelmakers Orchestra will be heard on BLUE in a weekly sustaining program of popular music similar to the sponsored show. Starting July 4, Saturdays, 11-11:30 p.m.

RMA REORGANIZED ON WARTIME PLAN

FOLLOWING its recent annual convention held in Chicago, the Radio Manufacturers Assn. has established its activities on a complete wartime basis, it was announced last week. President Paul V. Galvin has virtually completed reorganization of the association's standing and special committee.

Under the reorganization the Priorities Committee, of which President Galvin and Fred D. Williams were chairmen, has been replaced with a new War Production Committee whose personnel will later be announced. Committees, dealing with civilian radio affairs and problems have generally been suspended, it was said, as well as the association's industry promotion. A special committee has been set up on replacement and repair parts.

RMA committee chairmen, who have been appointed by President Galvin for the ensuing year, follow: Replacement & Repair Parts, J. J. Kahn of Chicago; Engineering Dept., W. R. G. Baker, Bridgeport, Conn., Virgil M. Graham of Emporium; Export, W. A. Coogan, New York; Membership, Ernest Searing, Philadelphia; Traffic, O. J. Davies, Camden; Service, M. J. Schinke, Chicago; Legislative, A. H. Gardner, Buffalo; Credit, J. J. Kahn, Chicago; By-Laws & Organization, Leslie F. Muter, Chicago.

New RCA Egypt Service Shortcuts Radiophotos

FIRST DIRECT radiophoto service between this country and Egypt, a distance of 5,639 miles, was opened June 24 by RCA Communications, as a supplement to the RCA direct radiotelegraph circuit in operation between New York and Cairo since 1940. The Egyptian end of the new circuit is operated by the Marconi Radiotelegraph Co. of Egypt, and is equipped with radiophoto apparatus of RCA design and make.

Heretofore, news pictures from Cairo had to be forwarded by radio to London and then across the Atlantic. The new direct service will greatly reduce time of transmission and will make it possible for pictures of current happenings in the near East to reach the United States without delay.

Aid Old Record Drive

A SUBCOMMITTEE of radio actresses headed by Joan Blaine, star of the CBS *Valiant Lady* program, has been formed to assist the American Legion and Records For Our Fighting Men Inc., in their current drive to collect old phonograph records for re-sale as scrap to record manufacturers [BROADCASTING, June 8]. Other members of the committee are Helen Twelvetrees, woman commentator of WMCA, New York; Betty Winkler of NBC's *Abie's Irish Rose*; Ann Thomas of *Joe & Mabel* on NBC and Elizabeth Reller of the CBS *Young Dr. Malone* program.

MURRY BROPHY, former CBS artist bureau head on the West Coast, now technical chief of the Foreign Information Service of the COI, which is currently being merged into the Office of War Information, is on a flying trip to Alaska, reportedly on a morale mission.

Radio Drive Slated In Salvage of Fat On National Basis

Government and Business to Conduct Joint Campaign

RADIO'S part in the nationwide fat salvage campaign began to take shape last week when Kenyon & Eckhardt, New York agency handling the campaign, announced that radio would be used on a national scale along with newspaper promotion.

At the same time it was learned at WPB in Washington that the fat drive scheduled to start about July 8 [BROADCASTING, June 15] would probably coincide with a coordinated and concentrated general salvage campaign likely to be announced by Donald M. Nelson, WPB chief, at a press conference tentatively scheduled for July 6.

Soap sponsors and other interested companies, have already agreed to push the fat drive on their regularly scheduled programs. In some cases salvage messages will replace commercials entirely. Spot announcements may also become part of the radio campaign but this is not yet definite.

Collection Plans

Through the Office of Facts & Figures' network allocation program, arrangements will be made to include announcements urging housewives to save pan drippings and cooking fats to be turned over to local grocers and meat markets at an average of 5 cents a pound. Collection agents such as meat markets will be reimbursed by the renderers who will convert the collected fats into glycerine vital in the production of explosives.

OFF fact sheets have already been sent to stations, networks, and sponsors alike, providing the necessary facts on the over-all salvage drive as well as the fat drive. In the over-all campaign, scrap iron, copper, brass, zinc aluminum, lead, rubber, rags, manila rope and burlap bags are the objectives.

It is understood in Washington quarters that the need for the over-all salvage drive has been occasioned by a seeming forgetfulness as soon as any single drive has lost its initial novelty. WPB officials have pointed out that all the scrap rubber available could not possibly be uncovered in a two-week campaign; such is the case with every other needed material which can be reclaimed through salvage. Through a constant campaign, for the duration, WPB officials hope to keep salvage objectives always before the people.

Some of the campaign's details were revealed at a meeting of food and meat trade publications in Washington, June 23, which was organized at the invitation of Lessing J. Rosenwald, chief of the Bureau of Industrial Conservation. At that time it was pointed out that the annual waste of fats and oils through carelessness in home cooking amounts to 2 billion pounds a year. Through salvage, WPB authorities hope to reclaim at least 500 million pounds a year.

At the same time it was announced that a $500,000 advertising fund appropriated by the glycerine and related industries would be used for radio, newspapers and motion pictures to carry the story of the need for reclaiming waste kitchen fats for the war effort.

According to WPB officials, the advertising campaign will be conducted in 400 newspapers covering 192 cities about July 8 and will last for eight weeks.

In general, the nationwide campaign will follow the form of an experimental campaign which has been conducted in Chicago for five months. The government and interested industries will urge housewives to save as much bacon grease and similar fats as possible, placing them in tin cans. Then they are asked to take the grease to their neighborhood collection point and sell it.

Agency Names Dorrell

Mr. Dorrell

SWITCH of W. Ward Dorrell, of the Chicago sales staff of Paul H. Raymer Co., to Henri, Hurst & McDonald, Chicago, as radio director, was announced last week by William B. Henri, president. Before joining the Raymer Co., Mr. Dorrell was manager of the Westinghouse stations, WOWO and WGL, Fort Wayne. Before entering radio he was assistant to the president of the Toledo Scale Co., Toledo, and a district manager of General Motors Radio Corp., Detroit. David Dole, assistant radio director of Henri, Hurst and McDonald, will remain in that capacity.

Service Sticker

SERVICE decals have been designed by KLZ, Denver, for free distribution to listener families with members in the services. Red, white and blue, featuring a blue service star, decals contain sketches of men in each branch of service—Army, Navy, Marines or Air Forces. Listener reaction to this offer is claimed to be high.

LOETA & BOB ATCHER, hillbilly entertainers of WBBM, Chicago, are on leave in Hollywood to make a Columbia picture, "Panhandle Trail."

KRUMING ASSUMES ROCKEFELLER POST

PAUL R. KRUMING, president of Export Advertising, New York agency and a veteran in the field, has joined the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) to take charge of program arrangements for the other Americas. He will headquarter in New York. He succeeds Jack Cleary, vice-president and export advertising manager of Bristol-Myers Co., who returns to that company.

Paul Kennedy, radio editor of the *Cincinnati Post*, on July 1 joins the Rockefeller Committee's press division.

John W. G. Ogilvie, associate radio director of the COIA under Don Francisco, has returned from a five-week flying trip to Central and South America and is back at his desk in Washington headquarters.

Farewell Testimonials Accorded to Gammons

FAREWELL dinner to Earl H. Gammons, manager of WCCO, Minneapolis, recently named CBS Washington head, was attended last Tuesday by over 200 leading citizens of Minneapolis at the Hotel Nicollet. Testimonial was tendered by the Civic & Commerce Assn.

Mr. Gammons, who left last Friday for his new duties was presented with gifts on behalf of the gathering including a gold clock from Mayor Marvin L. Kline. Special guest was William E. Forbes, who came from CBS Los Angeles to succeed Mr. Gammons at WCCO.

In addition, two other parties were staged for Mr. Gammons. On June 22 executives of Twin Cities and Minnesota stations honored Mr. Gammons with a celebration that was also attended by Barney Lavin, manager of WDAY, Fargo, N. D.; P. J. Meyer, manager of KFYR, Bismarck, N. D.; and Mort Henkins, manager of KSOO, Sioux Falls, S. D. On the night before his departure the entire WCCO staff staged a cocktail party and buffet supper for Mr. Gammons.

Gohring in Air Force

RUSSELL ALLEN GOHRING, program director of WSPD, Toledo, for nine years, left Toledo last week for training in the Air Force at Miami Beach. Mr. Gohring has been commissioned a first lieutenant.

MICHAEL FIELDING, news commentator of WIND, Gary-Chicago, is conducting twice-weekly lecture forums on various phases of the war in the Victory Center of Marshall Field & Co., Chicago department store. Mr. Fielding's appearances are being promoted with newspaper ads in Chicago dailies.

Conservation Plan Receives Attention

Equipment Shortage, Silence Periods Are Studied

EARLY ACTION is foreseen in connection with conservation of broadcast equipment, from microphone to transmitter, as constant attention is being given the over-all problem by the Board of War Communications, War Production Board communications branch and the FCC.

Crystallization of a plan for prolongation of the life of vacuum tubes and component parts, probably by modifying operating standards, is foreseen as a result of official conversations. It was expected that within the next fortnight formal action will be taken on an over-all conservation project, possibly having certain pooling and equipment replenishment features.

Problem of Silences

Meanwhile, other war-developed broadcast operation problems received consideration. Aside from the BWC-WPB-FCC activities, the whole question of radio silences is being considered. Focusing renewed attention on this problem was the June 6 order of the Southern Defense Command in San Antonio, instructing stations in the Gulf area to go off the air at midnight until 6 a.m. While this had little effect on normal operating schedules, the matter nevertheless is being discussed, with the objective of War Dept. steps which would result in uniformity in all defense areas.

Frequent meetings are being held by the Domestic Broadcast Committee of BWC and by its subcommittee, on assignments delegated by the top board. Matters relating to station operation under the rigors of war, availability of spare equipment, occupational deferments in radio under Selective Service, and kindred operative and manpower problems are dominating its agenda.

CHARGING plagiarism of her show, *Miniature Playhouse*, Jane Arkin, Hollywood radio producer, has filed a $50,000 damage suit in Los Angeles Superior Court against CBS, Phillip Morris Co., and Biow Co., New York.

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XUM

AVE YOUR SCRAP RI
IT'S VITAL FOR WAR PRODUCTIO
UNCLE B THE HIRED HANI

RUBBER REPORTS from radio stations throughout the country bear testimony to the industry's wholehearted cooperation in the two-week salvage campaign. Appraising a part of the Los Angeles take at one Seaside service station (top left) are William Frogge, Southern California manager, Seaside Oil Co., (left) and Clete Roberts, BLUE Hollywood commentator, sponsored thrice-weekly by the company which devoted its entire commercial radio time to the campaign.

To dramatize the drive, KLZ, Denver, produced a special program describing the various reclamation steps. Bob Harris, KLZ announcer (left) is interviewing John Gates, president of the Gates Rubber Co., Denver, at the start of the tour through the firm's reclamation plant.

Stretching things a bit (top right), Announcer Gunnar Back, WJSV, Washington is vainly trying to squeeze an oversize tire into the collection barrel at the collection depot set up outside the Earle Bldg. where WJSV has its quarters. To stimulate listener participation in the drive the station offered four $25 bonds and many secondary prizes to those who brought in the greatest variety of rubber articles, classified by weight, uniqueness and sheer quantity.

At WBNS, Columbus (bottom left), *Uncle Ben & the Hired Hands* are spurring the drive with personal appearances at collection points.

NORWEGIAN NEWS
On Expanded WHOM Foreign Language Programs

STEMMING from its coverage of the recent United Nations Flag Day, WHOM, Jersey City, has established a contact with the Royal Norwegian Broadcasting Service in London whereby the station is broadcasting a series of quarter-hour news programs in Norwegian Sunday evenings at 11. Program is largely a summary of a similar series of Norwegian news programs shortwaved daily by WRUL, Boston. The first such series to be heard in New York in that language, it is expected the broadcasts will reach an estimated 123,000 Norwegians in New York, and 65,000 Norwegians in New Jersey.

Further expanding its service to foreign speaking residents of this country, WHOM is planning an adult education program *School of the Air*, to start in July under the direction of Charles Baltin, WHOM director of war activities. Program will be heard each evening on WHOM in English, and will be produced in various foreign languages for daytime airing. The material, including American history, government and principles, is based on interviews and information obtained by WHOM from the thousands attending its naturalizations school, discontinued for federal reasons when war was declared.

Air Castle of the South
W
E
50,000 WATTS
CLEAR CHANNEL

Where Sales Multiply
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

ASCAP

(Continued from page 10)

fect of their withdrawal was seen as a self-prohibition of the broadcasting of their works for three years by all stations which are not licensed by ASCAP.

At BMI headquarters in New York it was stated that this organization, as majority stockholder in Greene & Revel Inc., will live up to its contract with the writers, which recognizes their assignment of their performing rights to ASCAP.

In Hollywood last week, it was reported that Greene and Revel had returned to ASCAP membership but will continue to publish music as Greene & Revel Inc., releasing through BMI. Greene and Revel severed their association with ASCAP in 1941 and affiliated with BMI. Mr. Greene said the new arrangement discontinues the former free radio licensing of the team's songs and performing rights to the music will go to ASCAP.

Text of Letter

The June 17 letter of Greene and Revel to all stations reads as follows:

> The undersigned is a member of the American Society of Composers, Authors and Publishers.
>
> Heretofore the undersigned has delivered to you documents purporting to grant non-exclusive licenses to perform and broadcast certain musical compositions. Attached hereto is a list of such compositions. No fee or other consideration was promised or paid to the undersigned for such licenses.
>
> The undersigned notifies you that he has elected and does hereby terminate the aforesaid licenses to the fullest extent permitted by law, effective immediately. The aforesaid licenses are being so terminated with respect to all broadcasting stations which received such licenses gratuitously and which have paid no fee or other consideration therefor.
>
> Following is the list of numbers affected: *Beware; Zana Zaranda; You're Bad for Me; Until I Live Again; I Haven't a Thing to Wear; Sing Your Worries Away; Cindy Lou McWilliams; You Go Your Way (And I'll Go Crazy); When There's a Breeze on Lake Louise; I'm In Good Shape (For the Shape I'm In); The Light of My Life Went Out Last Night (With Somebody Else); Karanina; Wherever You Are; Heavenly, Isn't It; Call Out the Marines; How Do You Fall In Love; Hands Across the Border; A Million Miles From Manhattan.*

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

Brewery Discs

FALLS CITY BREWING Co., Louisville, is stressing the "good fellowship" angle of beer-drinking in its current *Let's Get Together on Sports*, six-weekly on WHAS, Louisville, in addition to a weekly half-hour of music and dramatic sketches, *Falls City Get-Together*. The theme is carried out in transcribed announcements presenting an orchestra playing in discord and then in harmony. The discs are used in the southeastern part of Kentucky. Agency is Anfenger Adv. Agency, St. Louis.

FM and Video CPs Abandoned by Two

Materials Shortage Prompts Cancellation Requests

INABILITY to obtain materials necessary for building has prompted the abandonment of immediate plans for the new KSEE, commercial television station that had been authorized for construction in Los Angeles, and W63SY, commercial FM permittee in Syracuse.

Materials Scarce

In a letter to the FCC requesting cancellation, Earl C. Anthony Inc., operator of KFI and KECA, which held the video authorization, stated that it could not obtain the necessary equipment especially now that the Commission memorandum opinion of April 27 would positively exclude their type of construction from any priority. The letter further said that after the war, however, Earl C. Anthony would again seek to pursue its television activities. KSEE was to have operated on channel 6.

The deletion request of Central Broadcasting Corp., licensee of WSYR, Syracuse, as well as permittee for W63SY, was also based on failure to procure necessary materials and the Commission's April 27 opinion. Like Earl Anthony Inc., Central Broadcasting Corp. indicated in its letter to the FCC that its commercial FM plans would be again revived after the war. W63SY had been authorized for 46.3 mc.

DON DUNPHY and Bill Corum, announcers of boxing broadcasts sponsored on MBS by Gillette Safety Razor Co., Boston, for the past year, have been signed to cover the fights for another year. Gillette renewed MBS broadcasts of the bouts for one year, starting June 1 [BROADCASTING, March 30]. Maxon Inc., New York, is agency.

Closure Shortage Affects Beer Time

Use of Larger Containers to Relieve Some Breweries

STEPS to retrench spot schedules were taken last week by some of the large midwestern breweries as a result of the bottle cap situation. Under the WPB 30% restriction of black plate, the steel metal from which the caps are stamped, breweries have been forced either to seek substitute materials for caps or shift bottling to large size containers.

St. Louis breweries for the most part, among them Falstaff Brewing Corp. (Blackett-Sample-Hummert), Hyde Park Breweries Assn., (Young & Rubicam, Chicago), Columbia Brewing Corp., (Olian Adv. Company), Griesedieck Brothers Brewing Co., (Ruthrauff & Ryan, Chicago), all heavy radio advertisers, do not have the bottling equipment for the larger size containers to be bottled in large quantities. As a result Falstaff has cancelled *Justice Rides the Range*, quarter-hour transcribed serial five days a week in 21 markets. Other breweries are tapering off in certain markets.

Brighter in Chicago

Picture, however, is brighter in Chicago where the breweries among them Fox Deluxe Brewing Co., (Schwimmer & Scott), Peter Hand Brewing Co. (Mitchell-Faust Adv. Co.) and Atlas Brewing Co. (Arthur Meyerhoff & Co.) are equipped to package the large containers and have been promoting the 32-ounce and gallon bottles through radio. These breweries report maintenance of present schedules for the time being at least. Meanwhile, breweries are frantically seeking a solution to their problem. Results of a recently developed operation for reclaiming old caps are uncertain. Experiments with a plastic cap have been unsuccessful since the cap buckles after the bottle comes through the sterilizing process. In Chicago, caps have been hand-punched out of reclaimed large size tin cans, but the process is a slow one and the supply of these cans is limited.

MUSICAL transcribed announcements, "Victory Nursery Rhymes," are being distributed by Kasper-Gordon Inc., Boston, using nursery rhymes adapted to the war effort. Most recent subscribers are WSFA, WENY, WNAX.

IN A POLL drawing more than 370,000 votes from high schools, prep schools and colleges in the Greater New York area, Glenn Miller was voted the most popular band leader. WOV, New York, conducted the survery over a period of seven months on its *1280 Club* program, directed by Alan Courtney.

Blue Series Draws 100,000 Requests; Dramatizes Accidents' Manpower Toll

ON THE BLUE for only four weeks, the weekly quarter-hour series *Men, Machines & Victory*, conducted in cooperation with the War Production Fund to Conserve Manpower, has drawn requests from listeners for 100,000 additional copies of the promotion leaflet distributed by the Fund.

Further indication of the excellent response to advance promotion for the series can be seen in the posting of bulletin board notices in hundreds of industrial concerns, and in special bulletins made up by such companies as Westinghouse Electric and the B. & O. Railroad to call the program to the attention of their employes.

The series, which uses dramatized incidents to emphasize that every accident takes its toll of manpower and reduces equipment available for men in the armed forces, was further promoted through audition transcriptions of the opening show June 5, which was sent to various groups of BLUE stations.

According to a bulletin released by Dr. H. B. Summers, head of the BLUE's public service division, the campaign is an excellent example of what a "promotion-minded organization can do to secure advance publicity for a public service program." The campaign was planned and carried out by H. W. Hazelrigg and Martha Lin of the War Production Fund.

NEW CONSIGNMENT

Penal Series Is Revived as Talent Appears

WITH new "talent" having arrived, and following a layoff of several weeks due to prison term expirations of several program key men, *San Quentin On the Air*, weekly half-hour broadcast originating from the California penal institution mess hall, resumes July 3 on 32 Mutual-Don Lee Pacific Coast stations, Friday, 8:30-9 p.m. (PWT). Series is to be under supervision of Ted Stanich, non-inmate head of the prison music department.

Besides an orchestra directed by John A. Hendricks, and glee club with Jack Reavis directing, weekly program will also feature vocal and instrumental soloists and groups, all participants being inmates of San Quentin penitentiary. A different prison department head will also be interviewed on work being carried on by men under him. Prison inmates will produce, announce and mc. the series which is presented as part of the rehabilitation program carried on under supervision of Warden Clinton Duffy and California State Board of Prison Directors.

WATCHING THE MAYOR drive the first nail, Frank E. Miller (right), secretary-treasurer of WRDW, Augusta, Ga., was the lone witness as construction on WRDW's new transmitter house was started without fanfare. Wielding the hammer is Mayor Woodall of Augusta. Preliminary tests are to begin soon and WRDW anticipates increasing its power to 5,000 watts by Sept. 1.

WQAM Files Exception To Labor Board Ruling

AN EXCEPTION was filed last Thursday by Miami Broadcasting Co., operator of WQAM, Miami, in answer to a recommendation made June 1 [BROADCASTING, June 8], by the National Labor Relations Board that the station "cease discouraging membership in the American Federation of Radio Artists (AFL) or in any other labor organization of its employes."

The station charged that the NLRB trial examiner, W. P. Webb, had "shown a profound disregard for the testimony" offered by the station in its appeal from his findings and cited "33 instances" in which it claims Webb "had deliberately refused to consider plain evidence" of its friendliness towards organized labor. Charges against Webb and brief of the case are included in the appeal of the station from Webb's rulings.

Advertising Urged To Aid Price Plan

Official Action Now Awaited On Regulation Project

SINCE "inflation is of such moment today," an Office of Price Administration official explained it was necessary to create the Commercial Relations Branch of the Commodities Division to enlist the aid of manufacturers, advertising agencies, trade associations and trade journals to insure the success of various price regulations.

Though not officially in existence as BROADCASTING went to press, the framework of the organization awaited only an official order by Lean Henderson, price administrator, which was anticipated in a day or two.

Explaining the Need

This new branch, it is said, will encourage advertisers to explain the need for various wartime price regulations and resultant privations. It was reported in some quarters the new division would encourage people to commit part of their incomes for the purchase of goods to be delivered at the war's end, but no policy has been announced.

Wroe Alderson, market research expert of Curtis Pub. Co., has been named to head the new office. Personnel is already set but not announced. However, it was indicated many prominent men in marketing and advertising have been hired, though not yet on the Government payroll.

Charles E. Manson

CHARLES E. MANSON, 64, recently with the Yankee Network News Service and formerly a Boston, New York and Washington newspaperman, died June 23 at his home in Dorchester, Mass. He is survived by a widow and brother, Prof. Edmund Manson of Ohio State U.

560 KC
5000 WATTS DAY
5000 WATTS NIGHT
The Carolina's BEST Frequency!
WIS
NBC Red
COLUMBIA, S.C.
FREE & PETERS Inc. National Representatives

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 20 TO JUNE 26 INCLUSIVE

Decisions . . .

JUNE 23

WSNJ, Bridgeton, N. J.—Granted transfer control of Eastern States Broadcasting Corp. from Howard S. Frazier and W. Burley Frazier for $3,047, representing 608 shares of common stock.

KYA, San Francisco—Granted assignment of license of KYA from Hearst Radio Inc. to Palo Alto Radio Station for $50,000.

KINY, Juneau, Alaska—Designated for hearing modification of construction permit to change frequency to 1050 kc. and make changes in transmitting equipment and commencement and completion dates.

KTBI, Tacoma, Wash.—Designated for hearing application for construction permit to change frequency to 1050 kc. and increase height of antenna (to be consolidated with KINY hearing).

WJOB, Hammond, Ind.—Designated for hearing application for construction permit to increase to 250 watts and make changes in equipment.

NEW, Mosby's Inc., Anaconda, Mont. — Denied petition for reconsideration and grant of application for new station and amended issues heretofore released to eliminate reference to memorandum opinion of Feb. 23 and substitute therefore an issue in the opinion of April 27.

NEW, Beauford Jestor, Individually and as Trustee, Waco, Tex.—Denied petition for reconsideration and grant of new station and denied petition to prosecute pending application pursuant to provisions of April 27 memorandum opinion.

NEW, South Florida Broadcasting Inc., Miami—Denied petition to reconsider and grant application for new station pursuant to April 27 opinion.

NEW, The Evening News Press Inc., Port Angeles, Wash.—Denied petition for grant of application for construction permit for new station and designated said application for hearing.

NEW, John H. Stenger, Wilkes-Barre—Granted petition for extension of effective date of Commission's order on application for renewal of license.

K49KC, Kansas City—Granted modification of construction permit for extension of time to 11-23-42 to complete construction of station and granted special temporary authority to operate commercially with temporary equipment.

W49FW, Fort Wayne—Granted modification of construction permit to extend time to 10-15-42 within which to complete construction and granted special temporary authority to operate commercially with temporary antenna.

W57PH, Philadelphia—Granted modification of construction permit for proposed antenna system, transmitter site and equipment. Also granted special temporary authority to operate station commercially with temporary antenna.

NEW, Columbia Broadcasting System, Boston — Denied petition for grant of new FM station near Paxton and designated said application for further hearing.

W63SY, Syracuse—Granted authority to close Commission's records and cancel outstanding construction permit, deleting call signals.

KSEE, Los Angeles—Cancelled outstanding construction permit for new commercial television station and deleted call letters.

WSAM, Saginaw, Mich. — Scheduled for oral argument 7-8-42 re application for modification of license.

OUTSTANDING APPLICATIONS DISMISSED WITHOUT PREJUDICE IN CONFORMITY WITH MEMORANDUM OPINION OF APRIL 27:

For new or increased facilities: **WTMJ**, Milwaukee; **WMC**, Memphis; **KXA**, Seattle; **WFBR**, Baltimore; **KOWH**, Omaha; **KVAK**, Atchinson, Kan.; **KOIN**, Portland, Ore.; **KGIR**, Butte, Mont.; **KVNU**, Logan, Utah; **WGOV**, Valdosta, Ga.; **WBAX**, Wilkes-Barre; **WTMC**, Ocala, Fla.; **KGW**, Portland, Ore.; **WHIS**, Bluefield, Wa. Va.; **WJHL**, Johnson City, Tenn.; **KBPS**, Portland, Ore.; **WHIS**, Bluefield, W. Va.; Lawrence, Kan.; **WRUF**, Gainesville, Fla.; **KGHF**, Pueblo, Col.; **WICA**, Ashtabula, O.; **WWSW**, Pittsburgh; **KGNC**, Amarillo, Tex.; **WAGE**, Syracuse; **WCBS**, Springfield, Ill.; **WLAW**, Lawrence, Mass.; **WRAL**, Raleigh; **KVI**, Tacoma; **WIRE**, Indianapolis; **KTSW**, Emporia.

For new standard broadcast stations: Frankport Broadcasting Co., Frankport, Ky.; Northern Ohio Broadcasting Co., Elyria, O.; Robert V. Lee, Bradenton, Fla.; Midstate Radio Corp., Utica, N. Y.; Hoosier Broadcasting Co., Indianapolis, Radio Co. of Annapolis, Annapolis; Eastern Pennsylvania Broadcasting Corp., Scranton; Aloha Broadcasting Co., Ltd., Honolulu; Lake Shore Broadcasting Corp., Cleveland; Charles P. Blackley, Staunton, Va.; Bob Jones College Inc., Cleveland, Tenn.; Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.; William L. Klein, Chicago; Western Massachusetts Broadcasting Co., Pittsfield; Parkersburg Sentinel Co., Parkersburg, W. Va.; Colonial Broadcasting Corp., Norfolk, Va.

For FM and television: Houston Printing Corp., Houston; Piedmont Publishing Co., Winston-Salem, N. C.; Allen B. DuMont Laboratories, Washington; W1XG, Springfield, Mass.

JUNE 24

WKAL, Kalamazoo, Mich.—Granted motion to dismiss application for new station.

KYW, Philadelphia—Granted petition for dismissal of application for modification of construction permit for extension of completion date.

NEW, South Florida Broadcasting Inc., Miami—Granted motion for continuance to 7-14-42 of hearing on new station.

Applications . . .

JUNE 24

WEBR, Buffalo—Construction permit for booster station on 1340 kc., 100 watts, nighttime only.

WGRC, New Albany, Ind.—Amend application for construction permit to change power to 1 kw. D and N, change type of transmitter and employing directional antenna D and N.

KFVS, Cape Girardeau, Mo.—Construction permit for equipment changes.

WOC, Davenport, Ia. — Modification of construction permit requesting extension of completion date to 9-19-42.

KMPC, Beverly Hills — Modification of construction permit requesting extension of completion date to 8-2-42.

KRKO, Everett, Wash.—Amended modification of license to change name from Lee E. Mudgett and change from application for construction permit to one for modified license.

Tentative Calendar . . .

NEW, Herald Publishing Co., Klamath Falls, Ore.; NEW, Dorman Schaeffer, Klamath Falls. CP for new station on 1400 kc. with 250 watts unl. (further consolidated hearing, July 2).

TRUMAN BRADLEY, Hollywood announcer-actor, and Phyllis Ruth, Paramount actress, were married June 22.

Cash Retriever

RECEIVING a phone call from a Clarkdale, Ariz., woman saying that she had lost a purse containing a large sum of money, KCRJ, Jerome, gave a spot announcement of the loss at 5:30 p.m. Not only did the station receive a call from the owner a scant 15 minutes later that the pocketbook had been found, but the Clarkdale police also called to find out what KCRJ had done, saying that 135 people were cluttering the streets in search of the purse.

Takes CBS Discount

FIRST sponsor to take advantage of the new CBS discount rate of 15% for the use of the full CBS network of 114 stations, is Lever Bros. Co., Cambridge, which on July 7 starts *Tommy Riggs & Betty Lou* as summer replacement for *Burns & Allen* in the Tuesday evening period, 9-9:30. Heard for Swan soap, the summer series will continue until *Burns & Allen* return in the fall in the same period on CBS. When Lever announced its decision a month ago to shift the Swan show from NBC to CBS, the total number of stations were not included in the contract, according to Young & Rubicam, New York, agency in charge, the sponsor deciding to take the full CBS network after the new 15% discount plan was announced [BROADCASTING, June 15].

Oboler Ends Series

ARCH OBOLER, writer and producer of *Plays for Americans* on NBC has brought the weekly series to a close, fulfilling his agreement several months ago to an extended run of the radio plays "as long as his strength and nerves held out." Originally scheduled for eight weeks, the series has had 20 broadcasts. Oboler is said to be physically exhausted from the labors involved in writing and staging the show each week, in addition to producing nearly 20 other dramatic pieces for the Canadian and U. S. governments.

FATHERS' DAY in the home of Sam Balter, sports announcer of WCPO, Cincinnati, meant just that with father Sam being attended hand and foot in regal manner. Serving breakfast in bed as well as a double ration of sugar to the family head are Mrs. Balter and daughter Barbara.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on July 6 starts for 52 weeks, *Bob Garred News*, on 6 CBS West Coast stations, Mon., Wed., Fri., 5:45-5:55 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

TIME INC., New York (publication), on July 9 starts *March of Time* on 53 NBC stations, Thurs., 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), on June 18 started for 52 weeks, *Haven of Rest*, on 32 Don Lee-Pacific Coast stations, Tues., Thurs., Sat., 8-8:30 a.m. (PWT). Agency: Cochran Adv., Los Angeles.

Renewal Accounts

PROCTER & GAMBLE Co. of Canada Ltd., Toronto (Oxydol) on July 1 renews *Ma Perkins* on 27 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co. of Canada Ltd., Toronto (Camay, Chipso) on July 1 renews *Pepper Young's Family* on 27 Cadian Broadcasting Corp. stations, Mon. thru Fri. 3:30-3:45 p.m. Agency: Pedlar & Ryan, New York.

LEWIS-HOWE Medicine Co., St. Louis (Tums), on July 21 renews for 26 weeks *Horace Heidt's Treasure Chest* on 60 NBC stations, Tues., 8:30-9 p.m., and on Aug. 18 adds a rebroadcast 12:30-1 a.m. Agency: Stack-Goble Adv. Agency, N. Y.

PROCTER & GAMBLE Co. of Canada Ltd., Toronto (Ivory Bar) on July 1 renews *Life Can Be Beautiful* on 25 Canadian Broadcasting Corp. stations, Mon. thru Fri. 3:45-4 p.m. Agency: Compton Adv. New York.

GENERAL CIGAR Co., New York (Van Dyck cigars), on July 1 renews *William Winter—News Analysis*, adding 4 CBS Pacific Coast stations, making a total of seven CBS Pacific stations, and shifting from Wed. and Sun., 9:30-9:45 p.m., (PWT) to Wed. and Fri., 9-9:15 p.m. (PWT). Agency: Federal Adv. Agency, New York.

Network Changes

STANDARD BRANDS, New York, on July 5 replaces for 8 weeks *Chase & Sanborn Show* for C & S coffee, with vaudeville show starring Walter O'Keefe, for Fleischmann's Yeast on 92 NBC and CBC stations, Sun., 8-8:30 p.m. Agencies: Arthur Kudner, N. Y. (Fleischmann's Yeast), and J. Walter Thompson Co., N. Y. (Chase and Sanborn Coffee).

BROWN & WILLIAMSON Corp., Louisville (Bugler tobacco), on July 8 will discontinue for the summer *Uncle Walter's Dog House*, on 61 NBC stations Wed., 8:30-9 p.m., and 9 NBC-Pacific stations, 11:30-12. Agency: Russell M. Seeds Co., Chicago.

PROCTER & GAMBLE Co. of Canada Ltd., Toronto (Oxydol, Ivory) on June 29 replaces *The Bartons* with *Road to Life* on 20 Canadian Broadcasting Corp. stations Mon. thru Fri. 11-11:15 a.m., and on 7 CBC stations 10:45-11 a.m. Agency: Blackett-Sample-Hummert, Chicago.

GENERAL MILLS, Minneapolis (Ki cereal) on July 6 shifts *Lightnin' Jim* on 11 Pacific BLUE stations from Monday, 10-10:30 p.m. to 10:30-11 p.m., continuing Wed. and Fri., 10:30-11 p.m. Agency: Blackett-Sample-Hummert, Chicago

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate dental cream), on July 11 discontinues *Guy Lombardo and His Orchestra* on 73 CBS stations, Sat. 8-8:30 p.m. (reb. 11-11:30 p.m.). Agency: Ted Bates Inc., N. Y.

Radio Folk Honored

RADIO was honored at the current convention of the Advertising Federation of America where Ann Ginn, director of women's activities at WTCN, Minneapolis, received honorable mention for the annual Josephine Snapp Award presented annually to the woman of the year in advertising. The award was recognition of her breakfast broadcasts and her special war broadcasting in behalf of the Red Cross and the Treasury. Winner of the award is Barbara Daly Anderson, director of the *Parent's* magazine consumer service bureau and home economics editor.

DAILY CALL TO THE COLORS

All Cincinnati Pauses 40 Seconds at 6 Each Evening to Salute Old Glory

AN ENTIRE city pausing for 40 seconds at 6 o'clock each evening to salute Old Glory! That is the idea behind the "Call to the Colors" ceremony inaugurated in Cincinnati June 22 at the suggestion of Jerry Belcher, public events director of WCKY, that city. The brief rite is broadcast by WCKY and WCPO, with other stations expected to follow suit when schedules can be adjusted.

The ceremony is held seven evenings a week as the flag is lowered from its staff on Fountain Square in the heart of downtown Cincinnati. A different color guard is present each evening, the Army, Navy, Marine Corps and patriotic civilian and veteran organizations taking part.

The observance was inaugurated June 22 with cooperation of the city of Cincinnati and the Army, Navy and Marine Corps recruiting stations. Flags of the 26 United Nations were massed on the square. The banner of the Free French was given an important place.

Prior to lowering the flag, Mayor James G. Stewart spoke briefly. On the speakers' stand were City Manager C. O. Sherrill and the heads of the Cincinnati recruiting offices, Lt. L. E. Oehring, USN; Capt. Guy Beatty, USMC, and Col. W. H. Cureton.

Representatives of the American Legion, Navy Mothers, Boy Scouts, Girl Scouts, Campfire Girls, Junior Chamber of Commerce, luncheon clubs, and other organizations were present on the square. Consular representatives of several of the United Nations had places of honor. Two Cincinnati boys, members of the crew of the U. S. Aircraft Carrier Lexington and survivors of the Midway Battle, were introduced to the crowd assembled. University of Cincinnati and Xavier color guards assisted in the ceremony.

Belcher was master of ceremonies for the opening observance and the WCKY loudspeaker on the Hotel Gibson, opposite the square, was used to amplify voices of the speakers and for the bugle call. At 6 p.m., Belcher made the announcement, "Ladies and gentlemen, Cincinnati's 'Call to the Colors.' You are requested to remain silent during the 40-second interval which follows."

As "To the Colors" was sounded, all present saluted the flag and traffic on nearby streets was stopped for one traffic light cycle, 40 seconds. Flags on the Federal Bldg. nearby, were lowered simultaneously with the Fountain Square flag.

Belcher's idea for the nightly ceremony was first given to the Army, Navy and Marine Corps recruiting offices and with their approval was passed on to the city government, which quickly gave permission. Mayor Stewart issued a formal proclamation inviting citizens to take part.

Heads Record Group

BEN GRAUER, NBC announcer, is NBC chairman for Armed Forces Master Record Inc., a non-profit organization seeking sponsors for library units of 100 classical music records for Army camps. Dr. Frank Black, music director and Don Goddard, newscaster, were the first NBC members to sponsor units for the organization, not to be confused with Records for Our Fighting Men Inc., which aims to buy new records for service men from proceeds raised from the collection and sale of old records.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

PARTNER WANTED—In promotion of timely national radio program of great merit and unlimited possibilities. Exceptional opportunity. Requires $5,000 to $10,000 with or without services. Box 604, BROADCASTING.

Situations Wanted

Young Announcer—With restricted phone license. Now employed at network station. Entertainer. Desires change. Prefer South. Box 601, BROADCASTING.

ENGINEER—Semi-invalid, draft exempt, wants permanent job with opportunity for advancement. Three months broadcast experience; ten years "ham" experience. 1st telephone, 3rd telegraph. Steady, sober worker. Single, age 29. Now employed. Good reference. Leroy E. Kilpatrick, WTJS, Jackson, Tenn.

Manager or Assistant—For small, progressive Southern station. Capable handling all operations. Successful experience in program, commercial and administrative departments. Licensed engineer. Hard worker, clean personal life, associate good people of community, draft exempt. For details and references, write Box 599, BROADCASTING.

Announcer-Writer-Operator Combined—Five years' experience. Young, married, dependable, draft exempt. Go anywhere. Start immediately. References. Box 600, BROADCASTING.

Chief Engineer—15 years' experience construction, maintenance, operation, surveys and measurements up to 5 kilowatts. Can take full technical responsibility and guarantee economy, efficiency. Have necessary tools, meters. Member, Institute of Radio Engineers. Sober, good references, draft 3-A. Box 598, BROADCASTING.

Experienced Announcer—All 'round ability. Newscaster. References. Box 597, BROADCASTING.

Home Economics Department Manager—Cultured woman, excellent Radio background. Now conducting, writing, announcing two money-making group sponsorship programs. Desires change. Intelligent, cooperative. Sample scripts references furnished. Box 603, BROADCASTING.

Wanted to Buy

Two RCA 72C—Or previous model Recorders with Cutting Heads in good operating condition. Two RCA 44 type B or BX Microphones in good order. Four 828 Tubes. Box 602, BROADCASTING.

RCA or GR Modulation Monitor—Meeting FCC requirements. Station WPRA, Mayaguez, P. R.

Blaw-Knox—Self-supporting tower 200 foot or over. Address P. O. Box 2299, San Antonio, Texas.

For Sale

FOR IMMEDIATE SALE—All New Western Electric Broadcast Equipment. No. 443A-1 1000-watt AM transmitter, complete. No. 25A Frequency Monitor, with tubes. No. 731B Modulation Monitor, with tubes. No. MT8C Reproducer Set No. 559. No. CRJ 52 Reproducer ST609. Five No. 3000 Reproducers ST. No. 1126A Program Amplifier, with tubes. Also Complete Concentric Transmission Equipment made by Communications Products Co., including: 3,200 ft. 7/8 in. and 3,001 ft. ¼ in. hard-drawn copper line in 20-ft. lengths. One type 2001 dehydrating unit; plus all necessary couplings, anchor joints, end seals, expansion joints, needle and bleeder valves, pressure gauges and flare fittings, copper. Also 40,000 ft. (2,000 lb.) No. 8 bare copper wire for ground system, and 1,300 lb. No. 30 insulated copper cable. All is brand new, never used. For particulars write Box 605, BROADCASTING.

Radio Tower—165 feet high, complete for sale. Victory Cable Co., 412 East 16th St., New York.

200-foot Blaw-Knox—Type CK Tower with 300 MM beacon and flasher. Station WIOD, Miami, Florida.

Miscellaneous

BOOK MANUSCRIPTS WANTED—MERITORIOUS works of public interest on all subjects. Write for free booklet. MEADOR PUBLISHING CO., 324 Newbury Street, Boston, Mass.

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BROADCASTING
for
RESULTS!

AFM Formally Bans Recording Aug. 1

Appeal to Government By Transcribers Is Expected

ANSWERING clearly and succinctly the question of the recording and broadcasting industries as to whether James C. Petrillo, president of the American Federation of Musicians, really meant what he said about "canned music" at his union's recent convention in Dallas [BROADCASTING, June 15], the union head last Thursday mailed the following letter to all manufacturers of transcriptions and phonograph records:

"Your license from the AFM for the employment of its members in the making of musical recordings will expire July 31, 1942, and will not be renewed.

"From and after Aug. 1, 1942, the members of the AFM will not play or contract for recordings, transcriptions or any form of mechanical reproductions of music."

Movies Status

But while this letter seems definite enough about the prohibition of recordings, it would also seem to stop AFM members from working on any musical motion picture, since such movies are certainly "mechanical reproductions of music." This interpretation of the phrase was, however, emphatically denied by AFM spokesmen when it was called to their attention last Friday. "There is no ban on musical films," they stated, adding that the letter was aimed solely at the recording field.

Letters, the union's first official affirmation of Petrillo's convention, were received too late for the recording industry to take any action, either collectively or as individual companies, last week. There seemed little doubt, however, that the recorders would take legal steps to stop the union from effecting the withdrawal of its members from the recording field at the end of July.

It was considered probable that the recorders would request Thurman Arnold, Assistant Attorney General in charge of the Anti-Trust Division, to institute a criminal action against the AFM on behalf of the Government on the grounds that this order constitutes illegal restraint of trade.

To cite only one possible basis for such a suit, transcription executives pointed out that the same rate is paid to musicians for work on commercial transcriptions as for work on commercial network programs. If the AFM, they stated, permits its members to continue to work on network shows but not on transcriptions, that constitutes unfair competition and restraint of trade.

NAB President Neville Miller was in New York several days last week, and among other things, discussed the Petrillo ban with transcription company officials. He will be in New York this week, too, on the same matter. An NAB Board meeting is contemplated in mid-July, but it is expected plans will be evolved prior to that time.

WPB Names Kettering As Consultant on Radio

APPOINTMENT of Charles F. Kettering, president of the General Motors Research Corp. and vice-president of General Motors Corp., as consultant to the radio branch of the War Production Board was announced June 26 by Donald M. Nelson, WPB chief. Mr. Kettering is prominent as an inventor of many basic automobile devices. In his new capacity he will serve as an advisor on the production of radio communication equipment, aircraft detectors, and signalling and fire control devices.

In announcing the appointment, Mr. Nelson made public a portion of a letter to Mr. Kettering:

"Our Radio and Radar program has assumed such tremendous proportions that I feel it is now vitally important to have someone of your outstanding capacity and accomplishments in the scientific world, to whom we can turn. . . ."

Rubber Pickup

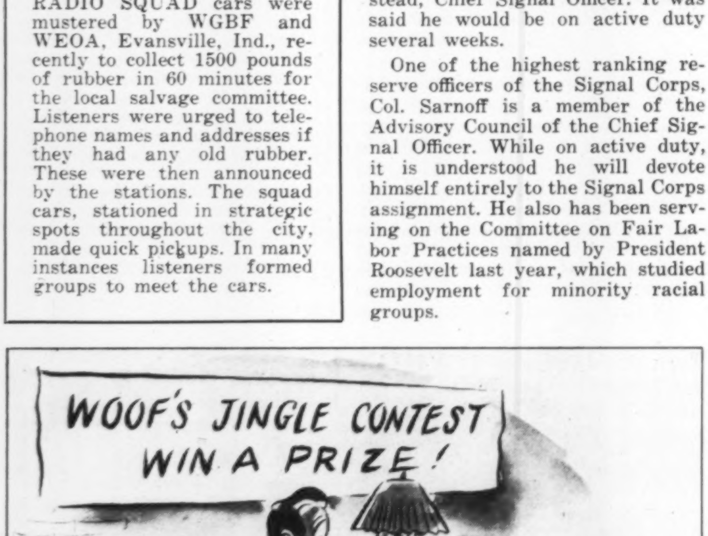
RADIO SQUAD cars were mustered by WGBF and WEOA, Evansville, Ind., recently to collect 1500 pounds of rubber in 60 minutes for the local salvage committee. Listeners were urged to telephone names and addresses if they had any old rubber. These were then announced by the stations. The squad cars, stationed in strategic spots throughout the city, made quick pickups. In many instances listeners formed groups to meet the cars.

CALLED TO SERVICE

COL. DAVID SARNOFF

COL. DAVID SARNOFF, president of RCA and chairman of the board of NBC, entered active service with the Army Signal Corps last Wednesday on special assignment of Maj. Gen. Dawson Olmstead, Chief Signal Officer. It was said he would be on active duty several weeks.

One of the highest ranking reserve officers of the Signal Corps, Col. Sarnoff is a member of the Advisory Council of the Chief Signal Officer. While on active duty, it is understood he will devote himself entirely to the Signal Corps assignment. He also has been serving on the Committee on Fair Labor Practices named by President Roosevelt last year, which studied employment for minority racial groups.



Drawn for BROADCASTING by Sid Hix

"The First Prize Winner Returned This—He Wants His Jingle Back!"

DON LEE TO FIGHT PETRILLO'S EDICT

DETERMINED to fight the recent transcription-recording ban edict of the American Federation of Musicians slated to be put into effect Aug. 1, Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, on June 23 notified San Francisco Musicians Mutual Protective Assn. and AFM New York headquarters that his organization will not increase orchestra or scale of musicians on KFRC, San Francisco.

In breaking off negotiations, Mr. Weiss contended the AFM's arbitrary action violates an agreement that permits use of recordings. Don Lee network was negotiating to increase time of KFRC musicians from one to two hours daily, with salary boosted from $41 to $56 weekly per man, so long as permitted contractual prerogatives that the new AFM edict rescinds.

Not permitted the transcribing of network shows for later Pacific Coast release, Mr. Weiss cancelled all further discussion to consider the musicians increases. He pointed out that the present KFRC orchestra was not really needed. The station, he said, thought the investment worthy in view of the recording and transcription privileges.

KMPC, Beverly Hills, Victim of Band Walkout

HAVING failed to negotiate a new working agreement with KMPC, Beverly Hills, Cal., Los Angeles Musicians Protective Assn., Local 47, on June 22 called a walkout of the station staff orchestra. With KMPC increasing its power from 5,000 day and 1,000 night to 10,000 watts fulltime, and also becoming a unit of the Golden West Broadcasting System, new regional network, the union demanded the station staff orchestra be increased from six to ten men.

A scale increase to $55 weekly per man, plus time-and-a-half for steward and Rex Koury, musical director, also was demanded. Robert Reynolds, station manager, at press time stated that both sides were trying to work out an amicable solution.

Production Firm

PLAYWRIGHT PRODUCERS, New York, a radio production firm, has been formed by Peter Lyon, Robert Richards and Robert Tallman, freelance writers. The firm will specialize in the production of package shows. First series to be placed on the market is *For Us the Living*. The three writers took part in writing the original *March of Time* series. Lyon writes scripts for the CBS show, *Are You a Missing Heir*. Richards and Tallman do free-lance writing for *Cavalcade of America* on NBC.

BERTHA BRAINARD, NBC manager in charge of program and talent sales, has been made a member of the Twenty Year Club for radio veterans, founded by H. V. Kaltenborn, NBC commentator. Miss Brainard started her radio career with WJZ, then in Newark, N. J., in 1922, with a series of play reviews titled *Broadcasting Broadway*.

"THERE IS A BIG JOB FOR ADVERTISING TO DO"

Says NATHAN D. GOLDEN, Industrial Consultant
U. S. DEPARTMENT OF COMMERCE

"ADVERTISING can contribute to the war effort in many ways. It does not become a non-essential with the advent of war. In fact, its function becomes increasingly important . . .

"There is a big job for advertising to do in keeping hope and courage and determination blazing in the minds of those on the production lines — and in the minds of those behind the production lines.

"People's habits change. They forget how much they desired many things. They become rooted in different ways of life. Advertising can keep the spark of life in that deferred demand — keep it flickering gently until that day when the United States returns to—not normal demand, but our usual stimulated demand.

"We did not build our standard of living on the normal demands of human beings, for no one has ever operated in a 'normal' market. We have had a 'stimulated demand' economy throughout our lifetime — and advertising has been the great stimulator. Now is no time to shut off the spark which energizes American business.

"As the war economy matures — as more of our current life becomes channeled into a definite part in the winning of the war — there will be time to look ahead and explore these possibilities. This may have much to do with establishing advertising policies which will speed up the process of converting the United States to a post-war plenty, by telling and selling the public the real part played by business, just as advertising in the past has speeded up the distribution of product throughout our national economy."

★ **To those whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

WKY delivers a Bigger Drug Market

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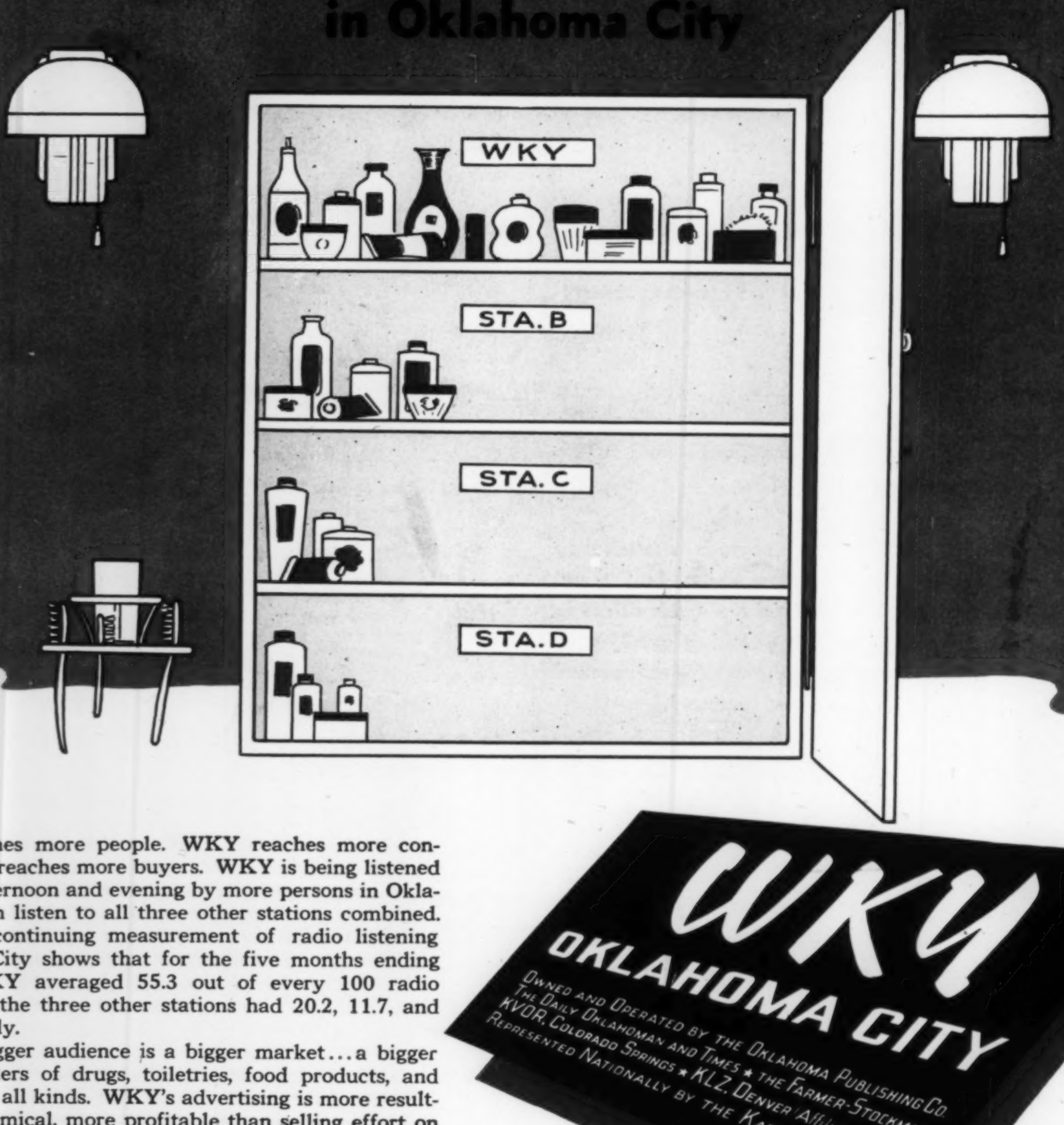

● WKY reaches more people. WKY reaches more consumers. WKY reaches more buyers. WKY is being listened to morning, afternoon and evening by more persons in Oklahoma City than listen to all three other stations combined.

Hooper's continuing measurement of radio listening in Oklahoma City shows that for the five months ending last April, WKY averaged 55.3 out of every 100 radio listeners while the three other stations had 20.2, 11.7, and 11.2 respectively.

WKY's bigger audience is a bigger market . . . a bigger market for sellers of drugs, toiletries, food products, and commodities of all kinds. WKY's advertising is more resultful, more economical, more profitable than selling effort on any other single station in Oklahoma City . . . than ALL THREE other stations put together!

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